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## Overview

This standard is about managing employee engagement to ensure that the employment experience is positive. It includes establishing the drivers of employee engagement within an organisation, planning employee engagement initiatives, ensuring that managers engage with the approach and implementing employee engagement processes, supporting managers as appropriate. It is for HR professionals who are involved in planning and implementing employee engagement solutions.

**Performance  
criteria**

**Plan employee engagement**

*You must be able to:*

- P1 Establish the drivers of employee engagement within the organisation
- P2 Identify the relationship between employee engagement and organisational performance
- P3 Plan initiatives to drive employee engagement across the organisation
- P4 Identify and promote good practice to build and sustain employee engagement with the organisation and their work
- P5 Develop an employer brand proposition
- P6 Make sure that managers are engaged with the organisational approach

**Implement employee engagement processes**

*You must be able to:*

- P7 Use performance data to measure and track employee engagement
- P8 Design and implement employee satisfaction/feedback processes
- P9 Work with managers to respond to outcomes of employee satisfaction/feedback processes
- P10 Implement and communicate the employer brand proposition, seeking feedback to inform improvement
- P11 Support managers in communicating with employees about employee engagement and the employer brand proposition
- P12 Make sure that organisational values and behavioural expectations are embedded within all policies and processes
- P13 Implement processes that allow employees to raise concerns about non-conformance with values and behavioural expectations
- P14 Make suggestions for continuous improvement of the organisation's employee engagement processes

## Knowledge and understanding

*You need to know and understand:*

### **Plan employee engagement**

- K1 The organisation's strategy, performance goals and drivers
- K2 The sector in which the organisation operates and the market factors that impact on its performance
- K3 Sources of technical expertise and how to access them
- K4 How human resource levers drive organisational performance
- K5 The key drivers of employee engagement
- K6 How to identify the relationship between employee engagement and organisational performance
- K7 The types of initiative that can drive employee engagement across an organisation
- K8 How to identify and promote good practice to build and sustain employee engagement with the organisation and their work
- K9 How to develop an employer brand proposition and use this to engage employees
- K10 The value of making sure that managers are engaged with the organisational approach

### **Implement employee engagement processes**

- K11 Types of performance data that can be used to measure and track employee engagement and how to make use of it
- K12 How to design and implement employee satisfaction/feedback processes and to work with managers to respond to their outcomes
- K13 The types of support that managers might need in communicating with employees about employee engagement and the employer brand proposition and how to provide it
- K14 How to embed organisational values and behavioural expectations within all policies and processes
- K15 Types of processes that allow employees to raise concerns about non-conformance with values and behavioural expectations and how to implement them

## CFAHR13

### Plan and implement employee engagement solutions

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**Suite** Human Resources

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