

Engagement Matters

Leveraging Technology to Empower Staff

The US Bureau of Labor Statistics has predicted that by the end of this year, millennials will be the largest generation in the US workforce¹. Similar demographic patterns are being observed throughout the western world. For employers whose products are primarily targeted at this enormous group, this is a boon to their business model. But a far larger group of organisations—those employing millennials—are wringing their hands at how to maximise the productivity of a group that is notorious for many things but traditional 9-to-5 employment is not one of them. To that end, more than half of hiring managers say it is difficult to find and retain millennials. Furthermore, almost 60% of millennials expect to leave their current jobs in three years or less!

Narcissistic. Adaptive. Creative.



Uber. The explosion of coworking spaces. From an employment perspective, we call this market shift, “The Hourly Revolution.”

The Hourly Revolution

As more employees think of themselves as perpetual free agents, there should be an increase in services



and corporate cultures aimed at appealing to them. We have already seen that with

the numerous remote working spaces now available and monetised around the flexible millennial workday. But other factors are at play, and it’s not just a white collar story. With the expansion of the cloud, the near ubiquity of smartphones, and the general move towards the consumerisation of IT, even blue collar workers should benefit from these massive employment shifts. But too often, they feel left behind and disengaged.

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¹ The 2015 Millennial Majority Workforce Study, Elance-oDesk & Millennial Branding

² Ibid

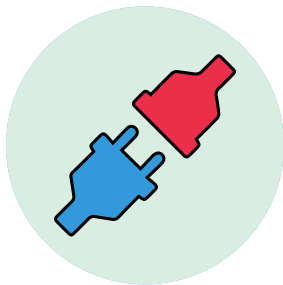
Why Engagement Matters



Staff—whether remote, mobile, part-time, or temporary—remain crucial to organisational success, sometimes serving as the only customer touchpoint and without whom mission-critical tasks would go unfinished. This is particularly true in industries like transport, retail, events, and construction, as well as the staffing and recruitment agencies serving those industries. But as said above, in today's work environment, staff in these kinds of organisations are far too disengaged. There's not a people manager in any of these industries who wouldn't want their staff to be more engaged. Furthermore, there's lots of evidence that increased engagement on the part of staff decreases turnover and mistakes on the job, improves on-time performance, and can decrease the number of health and safety incidents.

“Companies with engaged staff experience a lower turnover and less mistakes on the job, improve on-time performance, and can decrease the number of health and safety incidents.”

Empower Your Staff



Employees crave engagement with their companies, even if they're part-time or temporary workers. The growth of modern workforce management systems aimed at full-time information workers has achieved a lot in terms of engaging the employees who sit behind a desk for a 9-5 work day. Unfortunately staff is left out of the party.

But there's hope. We have found that the key to increase engagement is through empowerment. By empowering your staff, you can increase engagement and improve staff performance.

“By increasing transparency on scheduling and rostering, organisations can mitigate staff feeling left without a sense of control.”

A Sense of Ownership



Shift workers are defined by their schedules. And many staff feel like pinballs bouncing around the company without a sense of control. By increasing transparency on scheduling and rostering, organisations can mitigate that feeling. Our best and most successful customers even go so far as to allow their staff to trade shifts—with all the appropriate controls built in, of course—to increase the sense of ownership and responsibility.

So how do you empower your staff? It sounds easy enough. But with their transient and mobile nature, staff need more than a series of internal memos and seminars. To really engage and empower, employers need to avail their staff to tools that simplify their life, while increasing their sense of ownership. Of their schedule. Of their tasks. And of their career. These tools need to be easy-to-use and available anywhere. And they need to work seamlessly with existing workflows for both staff and their management.

Scheduling Solutions from Sirenum



With the industry's strongest and most flexible scheduling engine, Sirenum Scheduling helps companies of all shapes and sizes easily configure and manage rosters. Say goodbye to spreadsheets. Say hello to an empowered workforce.

The mySirenum mobile app allows staff to request, confirm, start, and end shifts, as well as see scheduled shifts and events and gross pay calculations.



Visit www.sirenum.com/solutions/scheduling today or contact your Sirenum representative for more information on Sirenum's scheduling solutions.