


## Employee Engagement Strategies That Work

Engaged employees deliver better customer service and boost guest satisfaction. In this workshop, we're going to provide inspiration for new employee engagement initiatives you can implement when you return to the office. You'll be able to develop a concrete plan to further your employee engagement initiatives.

### Speakers

**Christy Shapard** | VP of HR, North Point Hospitality 

**Carla Forbes** | Director Human Resources, North Point Hospitality 

"At the heart of employee engagement, **it's ensuring your employees know their job matters.**"

**Christy Shapard**

VP of HR,  
North Point Hospitality



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- # 1** **Shift management can be the foundation for employee engagement**  
In an unconventional approach to employee engagement, North Point Hospitality enabled employees to have control over their shift schedules. Combining this with a 4-day work week with 4-10 hour shifts, they believe **employee engagement goes beyond contests**. It's embedded in everything they do.
  
- # 2** **Employee engagement begins with empowering your employees**  
When employees have control over their work environment, they're more engaged. North Point accomplishes through shift scheduling, professional development programs that help employees level up, and a performance management program that begins with the employee first.
  
- # 3** **Let your employees know you're paying attention to them**  
When designing employee engagement programs, ensure they address issues employees actually care about. Examples include, more control over their work schedule, career development resources, and the right tools and training to get the job done.
  
- # 4** **Make sure your employees know their job matters**  
North Point taught us that we need to let employees know their jobs matter and they're essential to the success of the business.
  
- # 5** **North Point has 3 best practices for good employee engagement initiatives.**
  - a) Does it illustrate to your employees you see and hear them?
  - b) Are your employees at the center?
  - c) Do your employees know this is for them?