

Blog – Topic Engagement and Culture

In the Deloitte *Global Human Capital Trends 2015* report for South Africa, engagement and culture emerged as the most important trend for 62% of South African respondents. This is because organisations that adapt and engage their talent in the right behaviours will have a competitive advantage over those that do not progress with this trend.

Being the type of company that attracts and engages talent requires a holistic approach. The dynamics of an engagement and culture strategy, along with human capital interventions, need to vary according to the industry, region or model in which a company operates. The report shows that nearly one-quarter (21%) of respondents rate employee engagement and retention as a challenge, mainly due to a lack of understanding of employee demographics and changing requirements.

Many organisations are finding that a traditional one-size-fits-all engagement and culture strategy no longer works. A vibrant strategy that appeals to modern millennials is now required to drive business success and retain talent. For example, in businesses where millennials say there is a strong sense of purpose, there are also significantly more reports of financial success, employee satisfaction and recruitment of the right talent. HR professionals and business leaders need to implement a compelling value proposition that appeals to the modern workforce.

The report's findings highlight a need for clearly defined engagement and culture programmes that bring a sense of work-life balance for employees. Are there any success stories that you can share from your organisation? What makes *you* feel like a valued employee and why? Please share your thoughts and stories about this topic in a comment below.

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