

As a ghost-writer for WooContent, I wrote the below article for Seenit. [Published in March 2022](#). Below is my original article.

## Types of Employee Engagement

Are members of your staff proactive with their tasks at all times? What about the goals you've set for them? Do your employees strive to hit their targets and exceed your expectations? Or do they do the bare minimum? To truly understand what kind of work environment you're building, you need to look at your employee engagement levels.

An engaged employee can make a massive difference to your company's profits, new business, culture, employee turnover and even customer service provided. According to research, [more than 90%](#) of managers believe that employee performance, success and outcome is directly related to employee engagement. You need to find out exactly what it means to keep an employee engaged and learn all about the types of employee engagement to accurately grasp their importance to your organisation.

There are many different types of employee engagement and this post will take you through the key identifiers. You'll learn exactly what to look for, why they are important and what steps you can take to make the best use of the types of employee engagement in today's workforce. Let's unpack that.

## What is employee engagement and why is it important?

As a business you want all your employees to work collectively and productively to meet your company's objectives. For most employers, their workforce is their biggest and more important asset. Human capital is unique, in-demand and highly competitive. And unfortunately, this is an aspect of many company's assets that often gets neglected. Just like machines and technology need to be cared for and updated regularly for optimum performance, employees also need assurance, motivation and communication to give their jobs their best.

Some would describe employee engagement as an emotional connection an employee has towards their job role, manager or company. We think it goes much deeper than that. Employee engagement is the commitment, the strength of connection and their drive to go the extra mile to meet and exceed their company's goals and values. [More](#)

[than 50%](#) of the world's employees are said to be engaged in their work, and the UK sits within the top ten list of countries with the highest employee engagement. A lot of this can be attributed to a great feedback loop offered by the company, because at the end of the day communication matters. Employees want to feel like their voices are heard and that their opinion matters.

In today's post-pandemic world, more than [9 out of 10](#) employers are focusing on enhancing their employee experience (EX) as a pathway to success. To ensure that you have a happy and productive workforce, learn some of the types of employee engagement to identify areas that are working and those you can improve on.

## 3 Types of Employee Engagement Based on the Level of Engagement

### 1. **Actively engaged employees**

These are employees who are passionate about their role, what they do on a day-to-day basis and are entirely dedicated to the goals of your business. Actively engaged employees spread positivity in the workplace, serve as advocates for your brand and rarely allow distractions to interrupt their work. They also serve as encouraging forces during times of distress or negativity.

Meet their consistency with rewards, appreciation and new goals at regular intervals.

### 2. **Not engaged**

Unfortunately, employees who are not engaged usually make up for a major part of a company's workforce. They complete tasks at hand, usually one at a time, and do not take a proactive approach to do any more than required. They rarely show emotion, whether happy or unhappy, and most of the employees who are not engaged are working at their job just for a paycheck.

As an employer you might need to invest just a bit of extra time and effort in getting to know these employees, finding ways to inspire them and motivate them by making them feel special. Help them see beyond each task and encourage them to push their potential not just for the growth of the company, but for their personal growth as well.

### **3. Actively Disengaged employees**

These are the most unhappy set of employees in your company. Actively disengaged employees not only wallow in their own misery but also spread negative news, encourage unhappiness and provoke others to abandon their jobs and tasks. They underperform and resent those who perform better than them while lacking the desire to do better or more.

It can be tough to deal with or even identify actively disengaged employees as most stay in a company for many years without being noticed. Attempt to deal with negativity as soon as you notice it. If these types of employees prove harmful to your work culture and company then you may need to find a way to remove them from your business altogether.

## **3 Types of Employee Engagement Based on the Desired End Result**

Another way to classify types of employee engagement is through your desired end result. William Kahn's employee engagement theories classify them as:

### **1. Cognitive engagement**

This is when an employee is fully and keenly aware of the company's values, goals and mission. They also are completely aligned with them and channel all their efforts into completing each task to meet the goal of their manager and company.

### **2. Emotional engagement**

Emotional engagement refers to an emotional connection that an employee has with their work, their team, their manager or the company. It is how mentally attached the employee is to the organisation and how much of their personal feelings and emotions they bring into their professional life.

### **3. Physical engagement**

This can be both physical and mental energy and can be seen in the types of activities that the employee takes part in, who they interact with and how much energy they invest in their work.

## The bottom line

Organisations that prioritise the mental health, happiness, satisfaction and growth of employees are the ones who will see long-term success. Use the types of employee engagement outlined in this article to guide you towards productivity and growth and you'll start seeing results in no time.