**Our Engagement Pledge**

<Use this area to input a message from your CEO.>

<CEO name>

<Signed by CEO>

<Photograph of CEO>

**The Engagement Pledge**

**Why make the Engagement Pledge?**

<Suggested text below>

The Engagement Pledge is a voluntary, company wide commitment made by leaders and managers in XXXX to effectively engage with their staff. It’s a promise that leaders and managers will boost productivity and efficiency by enabling, engaging and releasing the potential of their employees.

We must reinforce our values and goals, focus on performance, and enable our employees to understand how they contribute to our overall success.

We are placing even greater focus on engaging all our people, as I know that it is only through our people that we will achieve our vision.

**Who makes the Engagement Pledge?**

The Engagement Pledge is a commitment made by any leader or manager in XXXX.

**The benefits of making the Engagement Pledge**

As well as understanding the benefits of an engaged workforce, leaders and managers appreciate that making the Engagement Pledge will also help unlock the potential of our workforce and lead to a range of business benefits, including:

* Being an employer of choice
* A positive perception by others – clients, employees, community and competitors
* Reduced employee sickness and absenteeism
* Reduction in accidents and wastage
* Improved levels of productivity and efficiency
* Higher levels of customer satisfaction
* Greater sales and profits
* Above average total shareholder return
* A motivated and engaged workforce

**How do I make the Engagement Pledge?**

That’s the easy part! The Engagement Pledge is for any leader or manager who wants to commit to improving employee engagement with their team, regardless of their starting point on their engagement journey.

There are three easy steps:

1. **Sign the Engagement Pledge**

The leader/manager expresses an interest in making the Engagement Pledge commitment. They must submit a copy of their team engagement action plan; once this has been received the Engagement Pledge certificate will be posted.

1. **Develop an action plan and communicate the commitment**

The certificate should be displayed publically and all team members should be communicated with about this commitment. Multiple copies can be made and electronic copies can be made available too. The leader/manager must confirm how and when communication was carried out to the team.

1. **Implementation of action plan**

This should be ongoing engagement activity, relevant to your team. The leader/manager will be required to submit a quarterly action plan updates for their team. For support and ideas please see the Engagement Pledge Ideas for Action section of this guidance.

To discuss in more detail or to make the Engagement Pledge commitment contact <internal contact who will coordinate this needed>.

**How long is the Engagement Pledge valid for?**

The Pledge is valid for one year; approximately one month prior to your renewal date you will be contacted to submit evidence of how you have implemented the Engagement Pledge.

**What evidence will I need to submit to renew the Engagement Pledge?**

You will need to send in evidence to show how you have embedded the Engagement Pledge; this **must** include your updated engagement action plan along with supporting evidence, such as:

* Regular team meetings that include engagement as a topic on the agenda
* Employee focus groups, feedback loops, staff forums etc
* Training and development for team
* Talent management
* Contract visits and/or other getting to know the business activity
* Regular 1:1s
* Performance reviews
* Employee recognition and reward
* Corporate Social Responsibly (CSR) activity (i.e. volunteering)
* Innovation – activity that generates new ideas and smarter ways of working
* Buddy/coach/mentor activity encouraged – not just top down, think about peer to peer.
* Case studies (these could be developed as a result of all the engagement work you are doing)
* Award nominations

<Sample Certificate>

**Our Engagement Pledge**

Ensuring our people are highly engaged is one of our most important tasks. Our people need to feel their contribution is valued, their views are sought, they feel proud to be part of XXXX and its future and that we live our values everyday.

On behalf of (contract name/team name) I (insert name and position) am making a commitment that we shall:

* Listen to our employees’ feedback given through the survey and share the results. Act on the feedback. Create an action plan which employees and managers both agree to. Review the progress at least quarterly and inform our employees.
* Personally act as a role model for our Values
* Enable our employees to understand how they contribute to our overall success and to understand XXXX strategic journey
* Deliver our services efficiently and always aim to give our employees the resources they need to do a good job
* Actively encourage and support our employees to gain the skills that will meet the needs of our business and will support their future employability
* Recognise hard work and performance
* Support the wellbeing of all our employees

Signed:

Start Date:  
Expiry Date:

I commend and thank you for the personal leadership you have shown in your commitment to bringing the Engagement Pledge to life.

Signed by CEO

**The Engagement Pledge - Ideas for Action**

Here are a few ideas to help you get started with your Engagement Pledge commitment.

|  |  |
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| **Engagement Pledge Statement** | **Ideas for Action** |
| Listen to employees’ feedback given through the survey and share the results. Act on the feedback. Create an action plan which employees and managers both agree to. Review the progress at least quarterly and inform employees. |  |
| To personally behave in line with our Governing Principles. |  |
| Enable employees to understand how they contribute to our overall success and to understand Serco’s strategic journey. |  |
| Deliver our services efficiently and give our people the resources they need to do a good job. |  |
| Actively encourage and support employees to gain the skills that will meet the needs of our business and will support their future employability. |  |
| Recognise hard work and performance |  |
| Support the wellbeing of all employees |  |