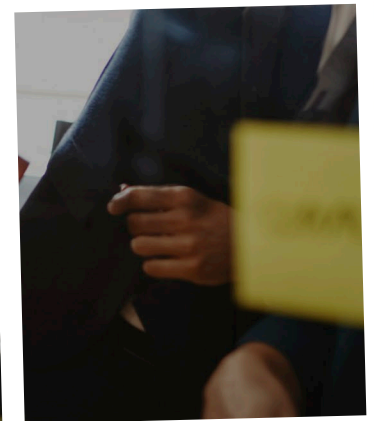
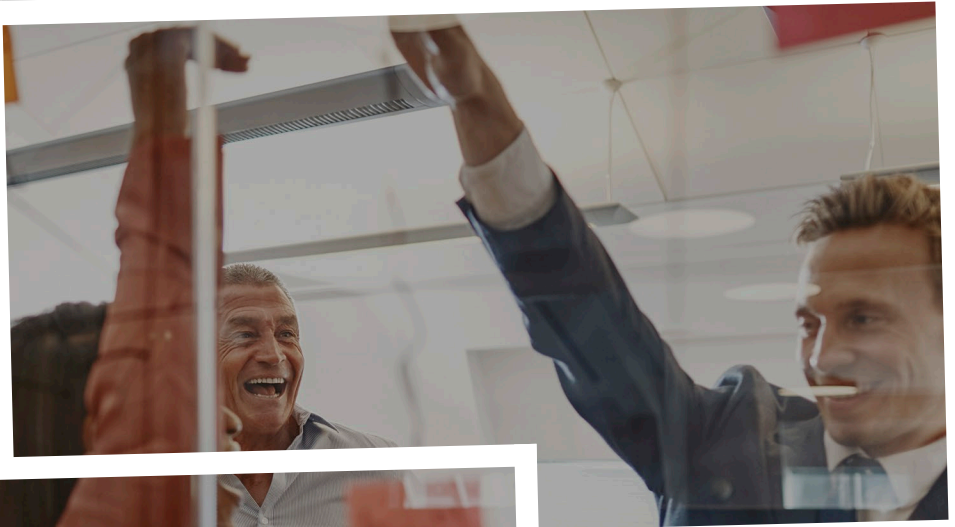
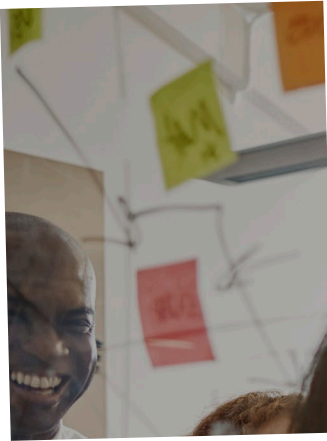


BURNALONG



An HR Leader's
Definitive Guide to

BOOSTING EMPLOYEE MORALE



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Introduction

As companies around the world transition to a partial or fully remote workforce, leaders are working to find ways to support their employees and boost employee morale to keep them motivated, productive and engaged. With an ever-changing landscape, employers are asking how to boost morale at work, and are looking for strategies that meet their employees wherever they are, which might be in an office, in their home, or somewhere in between.

Dipti Sirisinahal, a Senior People Leader at Google, had this to say about supporting and engaging your employees when [speaking to a global audience of HR Leaders](#):

“I think humans are at the core of battling COVID when it comes to their organization teams, and from a personal perspective. Human beings are the shock absorbers of the system.”

Keeping your workforce engaged and boosting morale is vital to the success of any organization. The Definitive Guide to Boosting Employee Morale is filled with strategies for business leaders and managers to improve employee morale, no matter where they are. Before we dive into Boosting Employee Morale, you may be wondering:

What is Employee Morale?

Employees work hard every day in pursuit of a company's goals and overall mission. Within that, there are various reasons and motivations employees have for continuing to show up every day and work hard. With employees located around the country right now, there's never been a better time to focus on your employee's morale. You can check in with your employees and establish more

effective lines of communication, make sure you're communicating company goals and values effectively, and making an overall attempt at keeping our employees engaged and motivated as they navigate challenging times in their personal and professional life.

Why Employee Morale & Purpose is Important

Motivated employees are proven to be more productive, engaged, and successful. Maintaining high levels of employee morale across your workforce is a key way to ensure your employees can stay motivated, even when you're not constantly checking in on them. Employees want to know they have a purpose, and as a result will develop stronger relationships and prove to be more productive. Employee morale is a self-propelling engine that keeps your workforce powering forward, no matter the obstacles they face, because they buy-in to your company's mission, align with your values, and look forward to showing up to work every day.

Understanding Your Employee's Morale

To get a sense of morale in your company, there's really only one proven way: communicate with your employees. Without establishing a line of communication, whether through individual meetings with a manager or a company-wide survey, it is difficult to understand the state of employee morale. Best practices for this include establishing a clear survey, often with the help of a third-party administrator to help anonymize the data, that is delivered to employees under the expectation that individual information won't be shared and this is solely to help the company improve their understanding of employee morale and sentiment. Taking the right approach and communicating this effectively is vital, since if employees think their results will be shared with leadership they won't be as honest and direct with their feedback and data will be skewed. One of the worst results would be to receive data saying your employees are highly motivated with

strong morale when they are in fact struggling and unmotivated but don't want to admit it.

What Causes Low Employee Morale?

To understand low employee morale, it's equally important to identify ways to boost employee morale. Later on, we will explore ways to improve employee morale with proven tactics and techniques, and explore how certain programs/benefits can help boost employee morale.

When employees have low employee morale, there are usually two root causes. The employee, or the company. When the employee is the cause of low morale, it usually has to do with their feeling of connection within the company, as well as their 'buy-in'. This feeds directly into how the company can cause low employee morale. Whether it's based on the original company mission or values, employees may not feel that same 'buy-in' with companies that have less transparent goals, or whose values and mission don't align with their own.

Another way the company can cause low employee morale is by not developing strong levels of trust between the workforce and leadership, where the employees feel empowered to continue to work in pursuit of the company's goals, and the leadership express trust and confidence in the team's ability to do their jobs effectively. These two layers of trust and confidence, both intrinsic and given, can have significant impacts on employee morale. When employees feel they're being micromanaged, and checked-in on constantly, with minimal trust given, then they are more susceptible to low employee morale. On the other hand, when leaders constantly express their trust and confidence within their team, the individual employee feels empowered and will have higher employee morale as a result.

How Does Employee Morale Affect Productivity?

Employees are the lifeblood of any organization. Without a well-motivated and maintained team, the organization's goals will not be accomplished. That is why

hiring is one of the most important things any company can do, and one of the other most important things a company can do is strive to improve their employee morale. When employees feel motivated in pursuit of their company's greater purpose or mission, they will [work better as a team](#), communicate better, and be more productive. A highly motivated team is more likely to be successful and work effectively together, so dedicating time and resources to improving employee morale is a priority for executives and leadership teams in any organization.

5 Ways to Boost Employee Morale With Little-to-No Cost

Some organizations choose to establish expensive programs or offer financial perks or incentives to try and improve employee morale. These may seem like effective ways to boost employee morale, but can often see short-term effects or come at an unsustainable cost for most organizations. Below are 5 key strategies employers can use to boost their company's employee morale with little-to-no cost.

Key 1

Show Your Employee Praise, Appreciation & Recognition

Show you care about your employees by recognizing them and showcasing gratitude to the team. At BurnAlong, we close out every week's team meeting by offering a 'thank you' to one or more members of the team. When everyone feels recognized and appreciated, they are more motivated and encouraged. Leading with a culture of gratitude also helps perpetuate the cycle, giving employees the space and encouragement to thank others on the team as part of their daily work.

Key 2

Stay Connected and In Touch With Your Employees

Stay connected with your employees through consistent check-ins and team meetings. Even being virtual, it can take just a few minutes a day to reach out via email, text, or message and see how your team is doing. Opening the lines of communication and keeping them well-used gives your employees a sense of safety in being able to bring ideas, challenges, and solutions directly to you.

With that in mind, for managers and supervisors it's also important to recognize that there is a balance between productive levels of communication and collaboration, and allowing people time to get work done on their own. Managers need to have a high level of trust to [avoid micromanaging](#) or trying to establish too much "control" over their employees because they're worried they are taking advantage of the lack of direct supervision.

Key 3

Recognize and Celebrate Important Employee Milestones

One great way to stay in touch with each other and continue to foster camaraderie among your staff is to take the time to recognize and acknowledge important milestones in your employees lives, whether it's a birthday, a work anniversary, or a life event like having a child. Many companies keep accurate and updated records of their client's or customer's important anniversaries or milestones - why shouldn't it be the same with employees? Keeping your people engaged and feeling recognized for more than just their professional achievements will help them stay engaged, productive, and they will feel stronger ties to their team and the company.

Key 4

Encourage Informal Connection & Communication

There are several tactics you can use to encourage employees to connect with each other in an informal and conversational way. Whether it's by implementing more frequent company happy hours, encouraging 'office water cooler moments', or setting up an internal system for employees to enjoy lunch or coffee together. These are great ways to keep your employees connected with each other. A recent study found that improving social connections and interactions leads to [increased mental and physical health](#), and as a result boosts higher morale at work.

Key 5

Emphasize Gratitude Across the Organization

Promoting a culture of gratitude really helps engage and motivate employees, especially when aligning them to the organization's purpose. Here at BurnAlong we end every week by thanking someone else at the company, and the benefits of promoting gratitude across levels of the organization can have far reaching effects. During a [recent HR Leadership Webinar](#), Dipti Sirisinahal, a Senior People Leader at Google, had this to say about expressing gratitude in the workplace:

“At the leadership level, we have what we call a **shared gratitude journal**: basically a shared Google doc or Box notes, whatever shared documentation platform you are using to **have every leader come in and write down what they're grateful for**. And gratitude actually helps build a lot of resiliency at the individual level. And when we're doing it at the leadership level, it starts to flow down. So I think that is one thing that is a small thing - It's easy to do, it doesn't cost anything - that we've done that's gone a long way that I personally feel like everyone should do.”

Additional Considerations

With a goal of higher remote engagement in mind, there are also a few other things to consider that will help you succeed.

How to Boost Employee Morale During a Global Crisis

The COVID-19 health crisis caused many organizations to prioritize profit and loss over employee morale. When employees feel like they're another item on a balance sheet, they're de-motivated and employee morale weakens. Bring your employees into the conversation, help them feel like they're an important part of the company, and be transparent about where the company is going and how things have changed since the beginning of the health crisis.

When employees feel they're included and being communicated with by leadership, they're encouraged to be a part of the conversation, help come up with solutions, and overall are more motivated to see their goals in alignment with the organization's. Employees want to feel included, and the more that you're able to help align the mission and goals of the company with their personal goals, the higher employee morale will be.

How Employee Benefits can Improve Employee Morale

Employees want to feel like they're being supported and taken care of by leadership. In office environments, many organizations promoted benefits like free coffee and snacks, an on-site gym or massage therapist, or a game room with pool tables and ping-pong. In the post-COVID world, these in-office perks are less important to employees as benefits like a good 401K plan, solid health insurance for themselves and their dependents, and [wellness benefits they can use from anywhere in the world](#).

With millions of people now working from home for the near future, and potentially [forever](#), major organizations are starting to look to remote benefits as viable ways to boost employee morale during this time, and beyond. Employee stress is at an [all-time high](#) and as a result, companies are focusing resources on improving employee mental health. As they're working from home, employees are also spending more time around their family and have additional stresses placed upon them; physically, mentally, as well as emotionally and financially. Companies who identify this and put the right type of employee benefits in place will find they have a stronger, more resilient workforce with a higher level of employee morale.

Now You've Boosted Morale ... What's Next?

At BurnAlong, we're passionate about helping employers find better ways to engage employees and improve physical health and well-being. We've taken what we know works offline — the choice of classes, instructors, and interactions with friends — and make it available online. Since the start of the current health crisis, BurnAlong clients have seen significant increases in virtual engagement.

How BurnAlong Works

We provide 1000's of live-streamed and on-demand classes across 45+ health and wellness categories from 100's of certified instructors all over the country. With so many options to choose from, people can find classes to specifically fit their needs.

Classes go beyond just physical activity to incorporate key categories that address and support overall health and well-being for happier, healthier employees. Companies can also create virtual challenges and other activities that encourage engagement and foster social connections.

Every class is accessible from any internet connected device — smartphone, tablet, computer, or television — and any location. Each corporate account comes with 4 free family sub-accounts, so employees can invite friends and family members who motivate them to participate, keeping them connected when health concerns or geographic distance may keep them apart.

Try BurnAlong Today

[Schedule a demo](#) to learn more about the BurnAlong platform and discover how companies are boosting employee engagement in today's remote world.

