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Employee Engagement Key to Realizing Entrepreneurial Dreams



like Dragan Sutevski's comparison on his Entrepreneurship In a Box blog of running a business to being in a dream. According to Sutevski, there are only a handful of factors keeping this experience from turning into a nightmare.

Number 7 on his top 10 list that he shared this weekend is employees:

Your employees can contribute to your business to be successful, but in the same time they can harm your business. Employees are the heart and the most important resource.

Sutevski makes the case that although they represent perhaps the most important resource, your **employees** are still only that – a resource that **can be useful or useless depending on how the leadership engages them** and acts on their expertise.

In the right leader's hands – and in the context of the right workplace culture – employees can bring a company substantial bottom-line returns at every stage of interaction.

For example:

- Prospective hires, both those that join the workforce and those that are not the best fit: managers' interview questions lead to feedback that can influence product/service development and delivery.
- Once a person is "on the bus," employee engagement best practices such as mentoring, annual opinion surveys, and monthly or quarterly all-hands meetings can promote cross-department learning, as well as improve internal processes and external marketing.
- Promoting from within is particularly useful to building trust in the workplace, and keeps your knowledge base intact and strong.
- Employee exits, especially if they are voluntary, can also produce valuable feedback on improving of your culture and your customer satisfaction.

Go here to read Sutevski's top 10 list of resources to make your business life easier. How do you rank employees compared to the other resources in terms of potential?

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