

Checklist for Creating a Frontline Employee Engagement Strategy

Gather information

- ✓ Identify who the frontline or 'deskless' employees are in your company (by department/location, team, job title, etc).
- ✓ Learn what 'a day in the life' of someone in each position is like. (Shadowing is a great way to accomplish this, while learning a whole lot more in the process!)
- ✓ Measure current engagement levels through surveys, analyzing turnover data, etc.

Set goals

- ✓ Set specific, measurable goals based on the problems you identified in the above steps. Examples: reduce absenteeism and turnover, boost productivity, improve employee satisfaction, etc.

Collect and evaluate feedback

- ✓ Collect regular feedback — formal and informal — from frontline employees. Using an employee communication app is an effective way to do this, as long as you ensure employees have time to use it while on the job!)
- ✓ Create ongoing processes for analyzing feedback from frontline employees (e.g. monthly reports, regular task force meetings, etc).
- ✓ Communicate findings from feedback to frontline teams.

Identify areas for improvement

- ✓ Draw on feedback and observations from other data to identify specific actions you can take to move the needle toward your goals.
- ✓ Share these plans with frontline teams with as much transparency as possible.

Document your strategy

- ✓ Document your frontline employee engagement strategy, including details about who is responsible for what, how often data will be reviewed, and what channels will be used to communicate progress to your employees.

Revisit and update

- ✓ No business strategy is 'set it and forget it.' Include in your plan a timeline for auditing and reevaluating your frontline engagement strategy. (Many companies do this on an annual basis but there can be other triggers, such as gearing up to open a new location, during/after an acquisition, or following any other event or circumstances that might impact engagement levels.)