Employee Engagement and Workplace Commitment

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Introduction

The article is mainly about the organization and the committed employees who are working there. It is not a good and applicable talent management practice to find people who are committed to their jobs and people who are not. Employees who are highly committed to their jobs are considered powerful examples of people who set values for everyone. Signature experience is considered the one that is mostly used for the spreading of attributes and values by companies that have highly engaged employees. Companies that are able to successfully create and spread signature experiences know that every employee doesn't need the same things as others. Some are for the sake of career, salary, and social circle, while others could be for personal growth, self-engagement, and professional experiences. The main aim of the paper is to summarize the article provided, discuss its main ideas, and provide a brief synopsis that includes all the components of the article.

Discussion

The article consists of a series of ideas that would help an organization establish its signature experience. The authors, Tamara J. Erickson and Lynda Gratton have provided a set of guidelines in this paper that will help achieve signature experience goals (Erickson and Gratton 104). The authors explained a number of examples, the main theme of which was to raise awareness of the need for every company to have an appropriate signature experience that sets them apart from their competitors. Communicating clearly and very explicitly with its employees would help the company to intensively and dramatically improve employee engagement and performance, even in the virtual office.

In the very first component of the article, the defining of the target employees, let the corporation identify the potential employees and in this part a proper methodology. An example included in the article to help you understand this point is that JetBlue has appreciated its employees who worked in the outstation areas, away from their homes, with highly flexible timetables. Their salaries were frequently revised, and bonuses were also given. This helped increase the number of agents all over the corporation. The statistics included explained that there was a 30% increase in the overall productivity of the agents as well as a 38% increase in customer service levels compared to the other companies.

Another important component of the paper was related to the striving for consistency, in which the

authors demonstrated the signature experience with the different parallel processes, which would engage the employees in getting messages from the corporation's management. The example given is Whole Foods, which started the team-based induction process with proper and clear compensation practices, employee rewards as well as recognition of the best person. Bonuses were added to the list of people who would be able to achieve the positions. This practice resulted in choosing the best team members and filtration of the nonseriousness from the teams. The teams were based on hard work rather than being friends.

The most important module in the discussion is about the addressing of business needs. Businesses run on goals and overcome challenges. This part discusses how signature experiences could be changed, edited, modified, and reconsidered with respect to the current business challenge. The oil companies are considered examples in this part, and ideas are exchanged for the modification of the business's core signature experience. This practice helped a well-known oil company, BP for meeting its financial as well as safety targets. Moreover, it also helped the company to find out and expel the managers who were not able to carry on with the new theme of signature experience. It is necessary to filter out the people who are not good at the work for the sake of the company rather than for personal benefit.

The employees should be engaged in the better practice of giving a platform in which they would be able to share their experiences and get engaged with the seniors to get an understanding of the signature experiences. The MBA students should be capable of developing strategies that would help increase sales and build good relationships and new networks, which could help the company to get better and more sustainable employees. For this purpose, they must be engaged with the seniors to understand the signature experience so that they would not take more time to understand.

There is a misconception that anyone with a relevant qualification or experience can fit into the current vacancy in an organization. There must be courage for the convictions that are perceived. The content of the signature doesn't matter. It can be used to introduce the culture of the organization, and the people should be attracted to the organization. It must be different from the other corporations.

Conclusion

In a nutshell, it can be explained that the signature experience is an important factor to consider when making the path to achieve corporate goals. There are many corporations that are not even known by their brand or their culture because they are unable to build a signature experience. Clients could be attracted to an organization through its signature experience, which is considered by many individuals as a source of attraction and individuality in the development of a corporation.

Works Cited

Erickson, Tamara J., and Lynda Gratton. “What it means to work here.” *Harvard Business Review* 85.3 (2007): 104.