

# Using your organization's culture (and LMS) to increase employee engagement

*Unlock the Potential of Your Organization's Culture with Learning Management*

---

# Leveraging People Through Culture

An organization has access to vast resources. It uses these resources to various ends like increasing productivity, making cutting-edge products, and engaging customers. For these, an organization relies on its employees. It tries to keep its workforce engaged and motivated for optimal performance in various ways. Some of these ways are appraisals, perks (like all-expenses-paid holidays), and skill training.

Engaging employees isn't easy. Sometimes, organizations fail at this task, no matter what method they use. This requires answering an important question – how can organizations keep their employees engaged? The answer to this question must fulfil two conditions:

1. It should not involve perks like bonuses or all-expenses-paid holidays
2. It should have a long-term effect on the organization's employees

One answer to this question is the organization's culture. An organization's culture is a highly-effective-yet-untapped resource. How so? It encompasses values and behaviours contributing to an organization's unique social and psychological environment. In short, an organization's culture provides few important benefits:

1. It helps provide a base for unique solutions (it cannot be replicated)
2. It affects an organization, both socially and psychologically (both greatly impact morale and engagement)
3. It is a set of values and behaviours (which are all intangibles)

Another important question here is what comprises an organization's culture? Were it to be something tangible, its scope could be easily defined. However, its intangibility means it has no clear scope. That said, few factors contribute to an organization's culture.

# Communication

Communication (internal type) is important in any multi-person setup. In an organization, communication means every division is in sync with each other. This increases employee efficiency and effectiveness. These factors depend on the value organization place on communication. In this light, free flow of communication is necessary for an organization.

There are no pre-set ground rules for effective communication. An organization's communication depends on answering a range of questions like:

1. How freely do employees speak their mind?
2. How valued do employees feel when expressing themselves?
3. Does the organization act on its employees' suggestions?
4. Does the organization promote free expression?
5. What methods does the organization use to help its employees express themselves?

The answers to such questions provide the organization with interesting insights. These insights help the organization adopt new communication methods.



## The Authority- Responsibility Balance

Most organizations make it a point to outline an employee's responsibilities, sometimes in detail. However, outlining the authority an employee gets is no easy task. It is mostly dependent on two factors – the employee's position in the organization and his/her responsibilities.

A manager, for instance, is authorized to distribute work among his/her subordinates. He/she may ask an individual to pick a project of their free will. In both these cases, authority is given to employees. However, in the first case, the authority has been built into the employee's designation. In the second case, authority has been delegated to an employee.

Organizations use various ways to determine the level of authority an employee gets. Mostly, it is dependent on the position. In many cases, the employee's work rate, potential or management skills determine the authority they are given. However, authority and responsibility go together. This is called balance of expectations.

An employee who has worked for years on organization-assigned projects would sometimes want to pick a project of their choice. Not letting him/her do so would upset the balance of expectations and make him/her bitter. A bitter employee is not the kind who can work towards achieving organizational goals.

## Growth

The balance of expectations discussed above feeds directly into an employee's psyche. This makes him/her evaluate their growth prospects in the organization. Employees view their growth prospects in terms of promotions, flexible work hours, social gatherings outside work, etc. In a study by Quantum Workplace, respondents listed growth opportunities as one of their highest organizational engagement drivers. Conversely, they placed lack of growth opportunities as the second biggest reason for attrition.

Another research from global consulting firm BlessingWhite sheds some light on this aspect of employee engagement. As per the firm's research, 26 per cent respondents pointed at lack of growth opportunities as their reason for leaving an organization. This contrasts with what 30 per cent respondents said - "I like what I do" - when asked why they stayed in a job.

Clearly, growth and career advancement opportunities highly impact employees' engagement and motivation in an organization. But what can organizations do to ensure high employee motivation and engagement? What have they not tried yet? What is it they are missing out on? The answer to all these questions is an LMS or a Learning Management System.



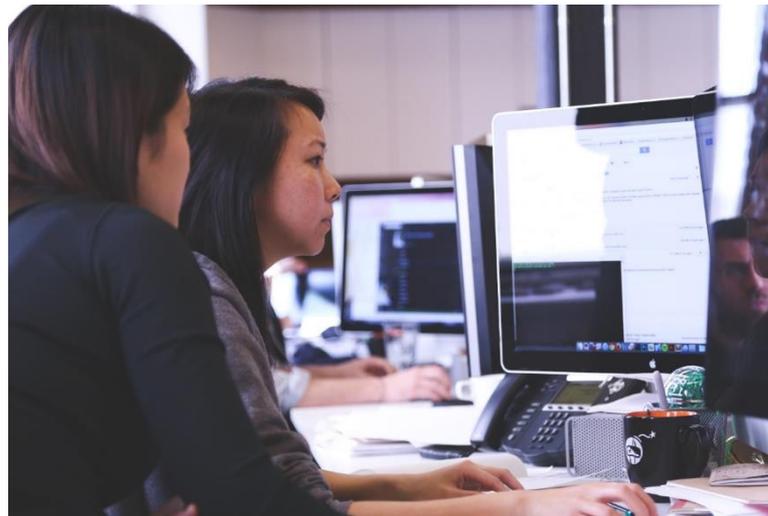
# LMS: Unlocking the Potential of an Organization's Culture

LMS is looked upon as a tool to help employees learn new skills. However, its ability to engage and motivate employees is underscored. There are few reasons why an LMS is a great tool to engage employees:

1. Its ability to connect employees with their managers and each other. This helps them bond with each other and allows them to speak their mind.
2. Its ability to track its users' progress through courses. Managers get insights about their teammates' aptitude. This helps them entrust bigger responsibilities to their teammates, helping them grow in their roles.
3. Its ability to reward users for new achievements. Organizations can use this see which employees give their all to each assigned task.
4. An LMS can help an organization establish internal communication channels. Employers can stay in touch with employees as frequently as needed.
5. Organizations can link their employees' achievements in LMS with real ones. This will help employees gain the recognition they crave for.

An LMS is often treated as a learning tool for enterprises. However, such systems have become more than that over time. In an LMS, anyone can be a coach or a student in an organization. This helps employees feel valued as they can contribute more towards their organization that just what their role outlines.

An LMS helps users create their own content. This enables employees to adopt new approaches in achieving a goal. In the end, an LMS is not just a learning tool. It can help an organization achieve higher productivity from its employees. All this can happen while employees are kept happy, engaged, and motivated. Its culture is one of the true superpowers of an organization. AN LMS helps it unlock and harness this power to the fullest.



## Sources:

1. [https://en.wikipedia.org/wiki/Organizational\\_culture#Usage](https://en.wikipedia.org/wiki/Organizational_culture#Usage)
2. <http://smallbusiness.chron.com/organizational-culture-employee-engagement-10627.html>
3. <https://www.polly.ai/blog/company-culture-increasing-employee-motivation>
4. [https://www.peplematters.in/article/lets-talk-talent/how-your-organizational-culture-influences-engagement-levels-15837?utm\\_source=peplematters&utm\\_medium=interstitial&utm\\_campaign=learnings-of-the-day](https://www.peplematters.in/article/lets-talk-talent/how-your-organizational-culture-influences-engagement-levels-15837?utm_source=peplematters&utm_medium=interstitial&utm_campaign=learnings-of-the-day)
5. <https://www.techrepublic.com/article/assign-responsibility-and-authority/>
6. <http://dtp-leadership.com/employee-participation-responsibility-and-use-of-authority/>
7. <https://www.decision-wise.com/growth-and-development-opportunities-and-employee-engagement/>
8. <https://www.quantumworkplace.com/future-of-work/loyee-engagement-career-growth-opportunities-employee-development-plan>
9. <https://www.businessnewsdaily.com/889-retaining-employees-career.html>

## About GrowthCafe

GrowthCafe is a cloud-based environment, much like a café, where social, micro, experiential, mobile professional development is culturally deployed in an organization for the purpose of scaling an organization with a continually developing workforce in pursuit of professional excellence.

GrowthCafe is a nurturing platform, fostering an innovative environment where a capable workforce can exceed their learning requirements and desires.

## More on GrowthCafe



*“Maximize 100% of your human capital through the world's most addictive growth platform – GrowthCafe.”*

Learn more about GrowthCafe by visiting us on [growthcafe.com](https://growthcafe.com)

To request for a free demo, [Contact Us](#)

*When you change the way you look at learning, learning changes.*