

Avoiding the productivity dip in times of change.

“People are your greatest asset”, is not simply jargon banded about by HR consultancies, but a reality for all organisations. Talented and skilled employees are fundamental to the success of any business. And in today’s challenging market, where restructuring, redundancies and downsizing are commonplace, failure to retain, engage and motivate key individuals could have far reaching affects.

When it comes to change, there is an acute risk that if managed incorrectly, employees will quickly become disengaged. The driver for this is often uncertainty, the by-product of change. People naturally become concerned by the personal impact change will have on them – will they have a job, what will their new role look like in the new structure, what opportunities will there be? If ignored, these fears quickly lead to disengagement and a slump in productivity, which inevitably impacts the bottom line.

Robust engagement strategies that focus on personal and professional growth can help limit the impact change has on employee engagement levels, and actually help to keep employees motivated. Organisations that adopt a pro-active approach to career development are less likely to experience a productivity dip and more likely to retain talent.

In today’s economic climate, employees need to be “resilient to change” - employers who have encouraged their people to develop their skills and manage their careers are much more likely to have a resilient workforce and will almost certainly be less impacted by changing circumstances. Generally this is due to the fact that employees will have a better understanding of their skills, their strengths and the value they can add to the company. Whilst they may remain uncertain as to the impact change may have on them, they will be better placed to look at any opportunities that may be available within the organisation. Or, if there are none, they will feel more confident about their future employability. For those individuals who remain with an organisation, the changes to roles and workloads are more likely to be seen as opportunities to further develop their skills, rather than simply an increased workload.