

Steal these

ideas to increase

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EMPLOYEE

ENGAGEMENT

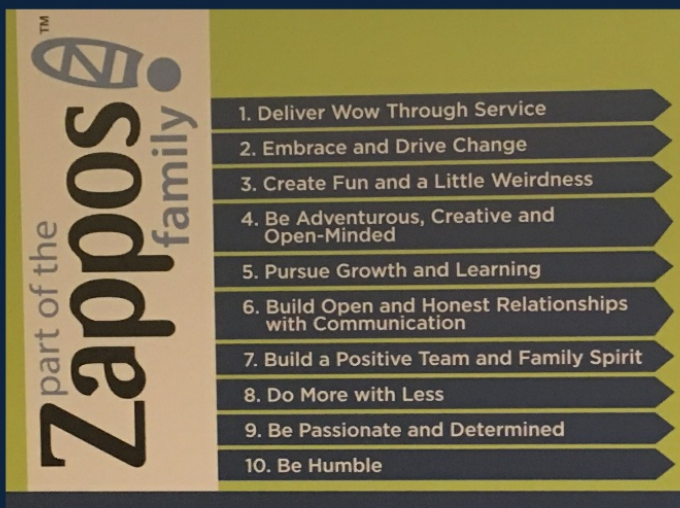
The environment at online shoe retailer Zappos energizes, rewards, and celebrates employees, who in turn go above and beyond in terms of customer service. The following ideas are sure to increase employee engagement and satisfaction at any credit union.

CORE VALUES

Zappos' 10 core values drive decisions at all levels of the company. That's why the company posts them throughout its campus and even on employee ID cards.

Come up with a set of core values for the credit union and make them part of everyday life. Reward employees based on how well they live the credit union's mission.

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HOLIDAY HELPER

Zappos requires every employee, including the CEO, to spend 10 hours assisting customers during the holidays. This helps all employees understand client concerns and builds empathy for those in client-facing roles.

Implement a program that encourages people at all levels of the credit union to spend time working with tellers or call center employees to glean similar benefits.

RECOGNITION AWARD

Each employee at Zappos can nominate one person every month for a recognition award. Nominators must tie the kudos back to the company's core values, and winners receive a \$50 gift card.

Set up a recognition award for employees that go above and beyond. Democratize who can nominate and tie the reward and recognition back to core values.

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EVALUATIONS

Zappos evaluates employees not only on performance but also on how they contribute to the core values and to company culture.

In evaluations, consider whether employees engage across departments, contribute to a positive work environment, and make strides to foster a better company culture.

EVENTS

Zappos sponsors more than 300 employee events every year organized by a dedicated team of 'fun'gineers. Events range from 5k runs to donut-eating contests — and everything in between.

Hold (more) events for employees and be sure to include a variety of events that appeal to different interests. Switch it up with competitions or talent shows to showcase employee talents and foster camaraderie.

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