Define business processes clearly to improve employee satisfaction!

Clarifying business processes allows employees greater knowledge of what is expected from them. If everyone is clear on what each step requires, there should be less need for supervision, thus releasing management to get on with other tasks. Outlining process steps to staff in the beginning is sure to pay off in the long run, as it means less time each day monitoring process undertaking and management and more time reaping the many benefits. One such benefit is motivated staff who love to come to work each day!

The proof is in the pudding!

Holtz Consulting recently conducted a survey, the analysis of which clearly shows that employee satisfaction is largely dependent on the existence of well-defined business processes in the workplace. The survey was in collaboration with an established public investment fund (PIF) owned company.

The survey results revealed that 60% of employees stated lack of clarity in the workplace as well as poor benefits as causes for their job dissatisfaction. A further 20% declared their discontent was solely due to lack of clarity at work. Additionally, although 6% suggested that it was only the absence of adequate benefits that made them unhappy, 14% did say they were satisfied with their job as it currently was.

Similarly, data in the 2021 People Element Engagement Report, focusing on job satisfaction, included thousands of responses from US based employees across various industries. The survey clearly revealed that 35% of respondents felt that communication to staff and between departments was not effective enough. These participants rated leadership communication through efficient business processes vital in securing a clear vision of expectations, being kept well-informed and enabling confidence in management (People Element Engagement Report, 2021) [1]

So many agree that clear business processes enhance employee satisfaction!

It is suggested in *Processology.net* (Processology Corp, 2022)[2], that effective business process management is 'a small but impactful catalyst in the long and continuous journey of improving your employee experience – so use it wisely!' This reference to the huge impact that efficient business processes can have on employee satisfaction is just one from a vast number available in existing business literature.

Business Analyst Learnings also support this view by declaring that an efficient business process 'eliminates a lot of red tape in organizations and allows employees to focus 100% on their work since process automation cuts down on a lot of repetitive work and makes information access easier. This in turn makes for increased productivity and a happier workforce' (Business Analyst Learnings, 2014)[3.]

These two examples are among many organizations who agree that efficient business process management is the key to employee satisfaction resulting in increased productivity and a successful, happy work environment.
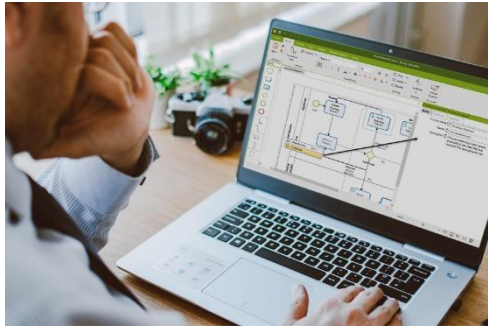
The importance of well-defined business processes

Precise business processes can allow for efficient operations, reduced workloads, and increased employee satisfaction. Overall, an effective business process is the first step to building and further developing a profitable and reputable company.

Clearly laid out business processes can set a business up to achieve:

- The highest efficiency
- A clear understanding among employees of business goals
- An appropriate distribution of supplies
- Smooth communication between departments
- Standardised procedures and business techniques
- Reduced errors in the workplace
- More employees engaged and motivated to improve
- Increased and consistent employee satisfaction

The value of clarity when defining processes

What is a well-defined process? It is the fine print in business that explains clearly what should happen and when.

Though the major beneficiaries of a business is ultimately its clients, the real goal of a clearly outlined process is that staff understand exactly what to do. A carefully crafted business process factors in all elements of the corporate system, indicating when an action should take place, and whoever is responsible for completing it. All of this is done with client satisfaction in mind of course.

What does an employee do when a customer walks through the door or a client calls to discuss something? If a problem occurs, what steps do staff take then? If something crucial in the business chain fails, how does it get fixed and who is responsible for ensuring it is done?

A clearly defined process answers all of these questions, setting out a step-by-step map of events that should happen as a result. Importantly, it also indicates the chain of command, clarifying who employees should turn to, and what they are expected to do within business operations.

[6]How important is employee satisfaction to the success of a business?

It is every employee's wish to work in an environment that is engaging and inspiring. Equally, it is well-known that when workers are happily engaged, they are then motivated, and committed to the advancement of their employers. Other potential benefits of employee satisfaction are increased profits and productivity and less employee absenteeism.

According to global analytics and advice firm, Gallup, only 20% of employees worldwide feel engaged at work. It is well-known that engagement directly correlates with job satisfaction, thus, if employees are satisfied, they are more likely to work diligently (State of the Global Workforce, 2022)[4]. To understand why there are around 80% of disengaged and therefore dissatisfied employees globally, we need to understand how job satisfaction links to business practices.

First and foremost, If a business prioritizes its employees' job satisfaction, it can potentially reap considerable benefits! When employees are satisfied with their jobs, they are less likely to look for other employment. Further,

the more fulfilled staff feel at work, the stronger their attachment to their workplace, company, and colleagues. When employees' feelings about work are valued and an effort is made to address problems their satisfaction is increased and they will generally want to stay.

Those who are content with their jobs tend to be more productive at work. Their dedication to the business that propels them forward can make a significant difference and help in achieving the company's objectives. As previously mentioned, happy employees also rarely miss work, making sure to accomplish more than constantly absent employees who avoid work because they do not feel engaged in the job or because they are stressed.

Loyalty to a company stems from high employee satisfaction. If employees feel fulfilled through their jobs and sense that their employers value them, they tend to work diligently in supporting the company's goals. Employees loyal to their organization, tend to praise it highly, thus benefitting the company's image while attracting job seekers and quality talent. They act as ambassadors of the company, spreading the word and building its reputation as they go through life.

All in all, employees are generally happier working towards company goals that align with their own principles and priorities. It is important that they are doing work that is meaningful to them. This highlights the need for management to communicate with employees, getting to know them as people, rather than just employees.

All of this leads to a positive workplace culture that cultivates purpose in the company's vision which is also in line with the

employees' vision. Subsequently, team members at work are more likely to feel attached to their jobs, workplace, and colleagues.

77% of adults consider a company's culture before applying to work there (Glassdoor Mission & culture Survey, 2019)[5]

How better to ensure employee satisfaction and create an ideal company culture than through clarity in the workplace?

Through business processes defined and clearly laid out to employees from the start to finish of work, they know exactly what they are expected to do every step of the way, every day.

In a nutshell:

Clearly defined business processes lead to employee satisfaction. Employee satisfaction leads to an ideal work culture. An ideal work culture leads to business success!

References

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