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# Driving employee engagement for a safer workplace

A study of employee engagement trends in the Asia Pacific transport and logistics industry

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# Employee engagement trends in transport & logistics



Each and every person who leaves their home for work should return to their home in good health. These days, it is common practice for employers to proactively manage health and safety. What about the proactive management of the organisation's culture?

Organisational culture impacts employee safety. Engaged workplaces are safer workplaces.<sup>1</sup>

A recent study examining over 82,000 business units and 1.8 million employees in 230 organisations, across 49 industries and in 73 countries, shows that organisations with high engagement scores have 70% fewer safety incidents.<sup>2</sup>

Research has also shown that “engaged employees are motivated to work safely” and non-engaged employees are more susceptible to “burnout”.<sup>3</sup> This in turn decreases employees' focus and motivation to do the right thing.

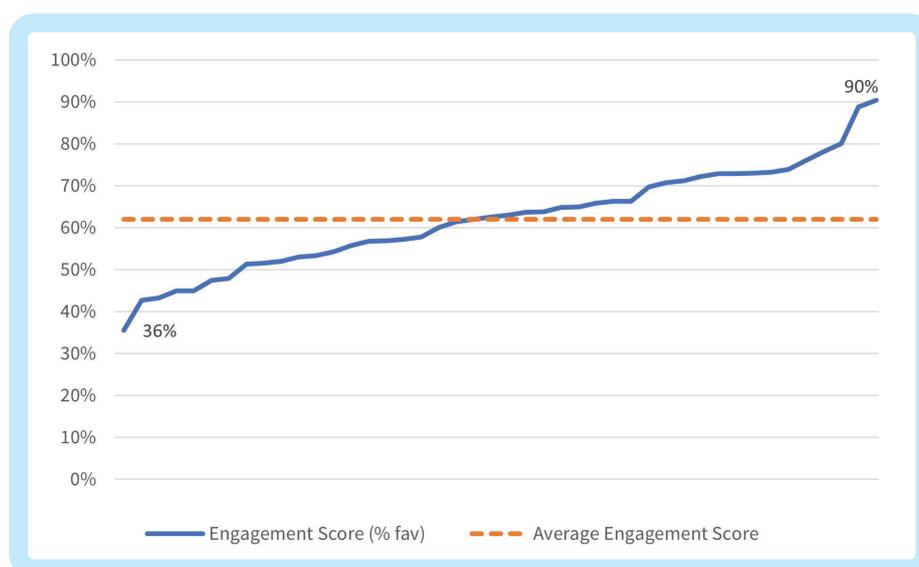
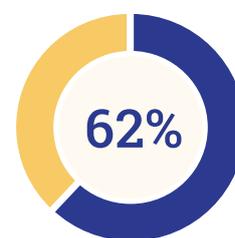
To understand the current situation and extract lessons for improvement in Transport and Logistics, Insync has analysed the feedback from 30,116 employees collected via 24 employee surveys specific to this industry in the Asia-Pacific region.

## How engaged are workplaces in the Transport and Logistics industry?

Our analysis found *only 3 in 5 employees* are actively engaged.

This is based on the 62% of respondents who ‘Agree’ or ‘Strongly agree’ with 10 statements that are averaged to form an Engagement index.

Engagement ranges from as low as 36% in underperforming organisations to 90% in top performing organisations, as shown below.



<sup>1,2</sup> Rigoni, Brandon and Nelson, Bailey. “Engaged Workplaces Are Safer for Employees”, Gallup Business Journal, 24 May 2016, [www.gallup.com/businessjournal/191831/engaged-workplaces-safer-employees.aspx](http://www.gallup.com/businessjournal/191831/engaged-workplaces-safer-employees.aspx).

<sup>3</sup> Nahrgang, J, Morgeson F. & Hofman, D. (2011) Safety at Work: A Meta-analytic Investigation of the Link Between Job Demands, Job Resources, Burnout, Engagement, and Safety Outcomes. Journal of Applied Psychology.

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## How do leading organisations engage their employees?



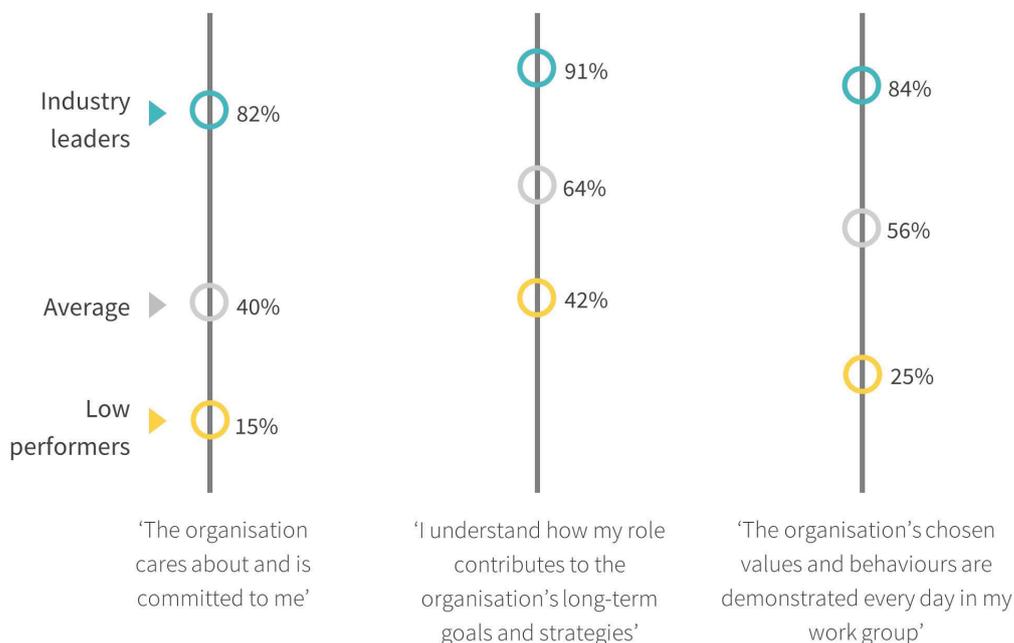
They care for their employees



They effectively communicate their organisation's strategy and link people to it



They are values-based workplaces



## What can employers do to nurture employee engagement?

### 1. Demonstrate that you care for your employees

Listen to your employees who do the work. These individuals offer a front-line perspective on issues and often are well placed in preventing and overcoming them. Leaders should encourage employees to look for hazards and should make it easy for them to share their feedback and concerns. Most importantly, when leaders act on the information they receive, it demonstrates to employees that their opinions matter – and more importantly they matter.

By taking employee opinions and suggestion regarding safety, you are engaging employees in the safety process. This will help encourage a sense of ownership in employees.

Our research shows an engaged employee will put extra effort into quality of work, offer opinions and suggestions, and overall be more likely in making the workplace safe. A disengaged employee will not be invested in the organisation's safety culture, may not report minor safety hazards or issues, and may take shortcuts when it comes to safety.

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## What can employers do to nurture employee engagement? (continued)

### 2. Connect your company strategy to your people to create a more personal connection

Articulate your company strategy in a clear and compelling way that resonates with your employees. Nuance your messaging to fit the audience. You need to link each division's contribution to your strategy.

Remember to use "plain speak" and avoid any management jargon in your messaging. It is important to communicate in an authentic way to create credibility where people believe in what they are doing and in what the organisation is doing.

This enables employees to have an emotional connection with their work that will make them more invested in the outcome.

### 3. Pursue the ambition of being a values-based organisation

Identify the behaviours that will bring your organisation's values to life. Explore ways to cascade the values through all levels of the organisation.

By taking the right strategic action - for example, by holding everyone, at all levels, accountable for living your values - leaders can develop a workforce that makes smart decisions throughout the day and promotes a culture of workplace safety.

Remember to call out and celebrate behaviours that are aligned with the values publicly and frequently.

## Need help engaging employees?

Insync is the leading Employee Engagement and Customer Experience agency in the Transport and Logistics industry, working with peak bodies such as NHVR and the ALC, through to large and small organisations across Australia, NZ, and SE Asia.

We have market leading frameworks and tools, but more than that, we are committed to the success of our clients and underpin all our work with a full-service approach.

Insync is also proud to partner with the NHVR to produce the 2020 Heavy Vehicle Safety survey, which found 62% of respondents have a basic safety management system in place; and while 78% of managers say there is an ongoing program of safety promotion and communications, only 52% of drivers agree.

**Talk to us today about how we can transform your organisation to be truly employee centric.**



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Melbourne  
+61 3 9909 9209

Sydney  
+61 2 8081 2000

Gold Coast  
+61 7 5560 7400

[insync.com.au](https://insync.com.au)