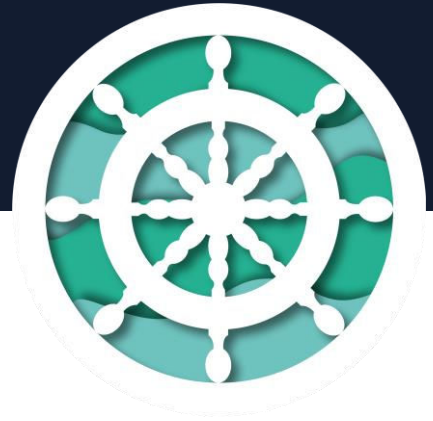


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January 2024



HOW CAN MANAGERS EFFECTIVELY MANAGE EMPLOYEE EXPECTATIONS?

Creating a positive working environment is a very important factor for any organisation, and managers play a key role in managing employee expectations. Shaping them has a significant impact on team engagement, productivity and satisfaction, so it is worth reflecting on the importance of a positive working environment and isolating effective communication and expectation management strategies.

CHALLENGES IN MANAGING EMPLOYEE EXPECTATIONS

Managing expectations can be difficult, especially when the team is diverse. Different people tend to have different priorities, goals and expectations, and this can lead to conflict or dissatisfaction. One typical challenge is striking a balance between employee expectations and organisational goals. This requires managers to have the flexibility and negotiation skills to help forge a compromise between individual expectations and the strategic goals of the organisation. In addition, the lack of clear objectives can lead to uncertainty and frustration among employees.

EFFECTIVE COMMUNICATION STRATEGIES FOR MANAGERS

Effective expectation management is closely linked to good communication. A valuable skill for managers is to use different strategies to make the message clear and understandable. The most important thing is to set specific goals and clearly define expectations. Employees need to know what is expected of them at work and what goals they are supposed to achieve. Managers should also make sure to provide regular feedback and appreciate subordinates for a job well done. This motivates employees and sustains commitment.

UNDERSTANDING EMPLOYEE EXPECTATIONS

The first step in managing employee expectations is to understand the needs and goals of individual team members. Every employee has different job expectations – it is important that leaders can identify these and adapt their approach. Conducting one-to-one interviews with employees can help to find out their goals and expectations. It is good to provide an open channel of communication so that employees feel free to express expectations.

RESPONDING TO EMPLOYEE EXPECTATIONS

Once employees' expectations have been identified, the next step is to develop responses that are in line with their needs:

- Clear communication – it is useful to communicate clearly what the organisation can and cannot provide in terms of support and professional development. Transparency of communication builds trust and helps manage expectations. Furthermore, clearly communicating that something is wrong is a better strategy than not communicating at all, as it prevents conjecture, misunderstandings, the build-up of negative emotions or the appearance of inaccurate conclusions.



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- Personalised development plans – it is important to tailor professional development plans to each employee's individual goals. This may include training, mentoring programmes or project assignments.
- Flexible working arrangements – work-life balance is of paramount importance. A manager's flexible approach to work organisation or offering remote working can meet employees' work-life balance expectations.
- Regular feedback and appreciation – it is also important for managers to give constructive feedback to help employees improve their skills and achieve better results. It is worth holding regular meetings with the staff to discuss their progress, goals and challenges. It is worth appreciating and rewarding employees for their contribution. This not only reinforces positive behaviour, but also shows that the organisation values its employees.

COMMUNICATION OF EXPECTATIONS

Communicating one's expectations effectively is crucial for team cohesion and goal achievement:

- Precise job descriptions – it is worth preparing detailed job descriptions, outlining roles, responsibilities and performance expectations. This provides the basis for employees to understand what is required within their jobs.
- Goal setting – it is important to set SMART (specific, measurable, achievable, realistic, time-bound) goals together with employees. This provides clarity and provides a framework for measuring performance.
- Open door policy – it is also extremely important to create an environment where employees can freely express concerns or seek clarification of expectations. The open door policy is based on transparent communication.

Managing employee expectations requires a combination of proactive communication, active listening and a strategic approach. It is important for managers to create an organisational culture that is characterised by transparency, prioritises the recognition of individual needs and fosters open communication. Managers are encouraged to implement the strategies described to help create a positive working environment and increase employee satisfaction.

Get inspired!

- Book: [Good to Great. Why some companies make the leap.. and others don't](#)

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