

## EMPLOYEE ENGAGEMENT AND LINE OF SIGHT

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### ABSTRACT

Establishing a clear line of sight and building an employer brand around it from inside the organization while leveraging leadership, communication, employee development and corporate & social responsibility may not be something entirely new to the world of strategic HRM, but it does appear to be a worthwhile investment, especially with regard to employee engagement. This paper examines engagement as it relates to employment these subjects and offers suggestions for HR practitioners.

**KEYWORDS:** Line of Sight, Employment Brand, Leadership, Communication, Employee Development, Corporate Social Responsibility