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CONNECT
ALIGNING

INFORM
EDUCATING

vision
mission
values

CULTURE



For the average UK organisation:
20% of employees are engaged
60% are not engaged
20% are actively disengaged

...if this was your IT system it would mean that:
20% of computers work properly
60% are unreliable
20% are either broken, or are actively infecting the rest of the network with viruses⁵

70% of business leaders now believe employee engagement is critical for their business¹¹

innovation and ideas

disengaged engaged

59% of engaged employees say their job brings out their most creative ideas. Only **3%** of disengaged employees say the same²

HAPPY INFORMED PEOPLE

86% OF ENGAGED EMPLOYEES OFTEN FEEL HAPPY AT WORK. ONLY **11%** OF THE DISENGAGED FEEL THE SAME²

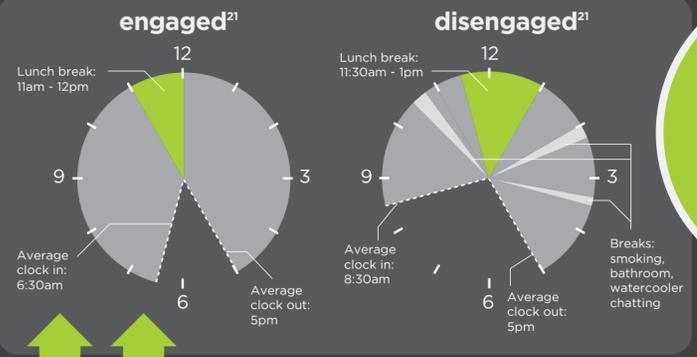
BRAND TRANSFORMATION

"Brand transformation is vital to meet evolving customer tastes but this change must emanate from inside an organisation."⁴

David Benady, Marketing Magazine

ADVOCACY

78% of engaged employees would recommend their company's products and services. Only **13%** of the disengaged would do the same¹



18%
IMPROVEMENT YEAR-ON-YEAR

Companies that use social media achieved an 18% year-on-year improvement in employee engagement¹⁷

in | |

£17 BILLION

The CBI estimated the cost of absence at £17bn in 2010¹⁶

increased productivity

sick days

54% of disengaged employees say work has a negative effect on their physical health⁷



When plastic bottle producer Nampak increased their employee engagement by **5%**, absence levels fell by **26%**⁶

ENGAGEMENT UP 5%
 ABSENTEEISM DOWN 26%

LOOKING AT THE BIGGER PICTURE

INTERNAL COMMS & EMPLOYEE ENGAGEMENT

WHY IT MATTERS...

MANAGERS ARE KEY

x21

THE POWER OF LISTENING

Employees who feel they're genuinely listened to by their managers are nearly **5 times** more likely to have high job enthusiasm and **21 times** more likely to feel committed to their company than those who do not feel listened to⁹

RECOGNITION

81% of employees said recognition made them more satisfied with their work and company position¹⁹

REDUCED STAFF TURNOVER

81%

I'm not approving the course. Every time we train someone they leave after 12 months.

So we'd prefer to have untrained staff that nobody else wants^{20,21}

BRINGING OUT THE BEST

"Wherever you look, your job as a manager is to make your people be the best they can be. It's individuals that make the difference."¹¹

Alan Jones, Chairman Emeritus of Toyota UK

What do employees think about their managers?²⁸

- 3%** believed managers treated them as a key part of the organisation
- 29%** believed managers were genuinely concerned about their well-being
- 31%** believed managers communicated openly and honestly
- 60%** believed managers treated them like an organisational asset rather than a person

GREAT

12% HIGHER

A Gallup report that examined over 23,000 business units showed that companies with top quartile engagement scores averaged 12% higher customer advocacy than those in the bottom quartile²

IMPROVED CUSTOMER SERVICES

70% OF ENGAGED EMPLOYEES SAY THEY HAVE A GOOD UNDERSTANDING OF HOW TO MEET CUSTOMER NEEDS

ONLY **17%** OF THE DISENGAGED SAY THE SAME¹

customer satisfaction

Comparison research found that the top 5 scoring companies for employee engagement were the same as the top 5 ranked by their customer satisfaction¹⁵

customer loyalty

The way **employers treat employees** has a direct effect on how **employees treat customers**. These quality interactions ensure brand loyalty, advocacy and can give an organisation a **competitive edge**, which if rooted in their 'culture' can be hard, if not impossible to replicate.¹

Jonathan Austin, Best Companies

A recent study found that employees with positive attitudes towards their employer carried those attitudes over to customers and engaged in discretionary efforts necessary to deliver high levels of customer service¹³

1st 19.2%

happy employees mean happy shareholders

Companies with highly engaged employees improved operating income by **19.2%** over a 12 month period¹⁴

reduced recruitment costs

£25.8 BILLION

In the UK, a 10% improvement in engagement could yield an additional £25.8 GDP billion per year¹⁰

£5311

UK talent acquisition costs stand at £5,311 per hire¹⁸

Highly engaged organisations can reduce staff turnover by 87%¹²

FINANCIAL PERFORMANCE

£1500 PER EMPLOYEE

If organisations increased investment in engagement by just 10% they could increase profits by £1500 per employee, per year³

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