



Maximizing  
PROFIT  
THROUGH  
People

Employee  
Engagement

## Potential Impact of Talent Shortage

- Increased:
  - Time to fill positions.
  - Cost to fill positions.
  - Salary expectations.
  - Expectations regarding work/life balance, professional development and competitive benefits.
  - Turnover due to general employment growth.



## The Value of Employee Engagement

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The most obvious connection between employee engagement and the way a business operates is its customer service.



## The Value of Employee Engagement

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In the companies that are better places to work...

- millions of small actions, statistically insignificant in isolation,
  - *created higher customer scores*
  - *reduced absenteeism*
  - *led to fewer accidents*
  - *boosted productivity*
  - *increased creativity*



...ultimately accumulating to make a more profitable enterprise.

## The Value of Employee Engagement

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- Engaged employees average 27% less absenteeism than those who are actively disengaged.



## The Value of Employee Engagement

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The evidence is clear...

- The creation and maintenance of high employee engagement, is one of the few determinants of profitability largely within a company's control.
- It is one of the most crucial imperatives of any successful organization.



## 12 Elements of Engagement

1. "I know what is expected of me at work."
2. "I have the materials and equipment I need to do my work right."
3. "At work, I have the opportunity to do what I do best every day."
4. "In the last seven days, I have received recognition or praise for doing good work."
5. "My supervisor, or someone at work, seems to care about me as a person."
6. "There is someone at work who encourages my development."

## 12 Elements of Engagement

7. "At work, my opinion counts."
8. "The mission or purpose of my company makes me feel my job is important."
9. "My associates or fellow employees are committed to doing quality work."
10. "I have a best friend at work."
11. "In the last six months, someone at work has talked to me about my progress."
12. "This last year, I have had opportunities at work to learn and grow."