



Employee Engagement → Customer Loyalty → More Sales

More \$ per sale, more referrals, lower HR & Marketing costs, more reliable and consistent profit



**Employee Engagement Study by BlessingWhite Research 2011
involving 11,000 individuals from 6 industrialized parts of the globe**

“Assuming you have a choice, do you plan on remaining with your organization through the next 12 months?”

Participants in the U.S. responded:

Yes, definitely 56%

Probably 32%

No Way 13%

So only a little more than half (56%) of respondents say that they plan to stay with their organization through the next 12 months. And the percentage who responded “No Way” has almost doubled since 2008 when it registered at 7%.

Key findings:

- Only 1 in 3 employees are engaged, 1 in 5 are actively disengaged, 2 in 3 are looking for new positions, challenging year for retention, hot year to attract new talent.
- Engaged employees plan to stay for what they give, disengaged stay for what they get.
- Top drivers of job satisfaction: opportunities to apply their talents, career development, training.



- Trust in executives can have twice the impact on engagement levels than trust in immediate managers because executives set the overall culture.
- Employees' relationships with their managers as 'people' behind the titles impacts engagement levels more than manager actions.
- Engagement surveys without visible follow up action may decrease engagement levels.

Implications

- Engagement belongs to everybody all the time not just to a engagement team or as something apart from the regular work of the company.
- Individuals need clear direction on what the organization is trying to achieve. Each needs to understand his own talents, interests, goals, values. Managers can coach you to clarity on those items. Executives can communicate strategy and set the tone for culture. Ultimately you own your own engagement..
- Managers are the leverage point to coach individuals to align and commit to the objectives of the organization. It's not so much about what you do as who you are that effects engagement of those you manage. Get to know your people. Understand their special talents and unique engagement drivers.
- Executives need to speak with passion about the linkage of engagement and business results. You must have the trust of your workforce. Communicate frequently and in depth about the 'Why' and the 'What'. You must hold yourself accountable for building a culture that fuels high performance and engagement.

About the Author

Jeri Quinn at Driving IR helps leaders of small and medium sized businesses who want to grow their companies. Her specialty area is creating cultures where employees show initiative and



take ownership of their work. Results include engaged employees, loyal customers/clients, lots of referrals, huge profit increases, more enjoyment and a sellable asset. What makes Jeri unique is her thirty five years experience starting, growing and selling businesses, 25 years at the helm of her own companies. You can obtain a Referral Success Kit with lots of ideas to reduce your client acquisition costs and grow your referral engine by going to her website. www.DrivingImprovedResults.com. Contact her directly at jeri@DrivingImprovedResults.com or 212-923-5820 if you would like

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