

# LINKING EMPLOYEE ENGAGEMENT TO MEASURABLE BUSINESS RESULTS

Employee engagement is when an employer provides an enriching and encouraging environment to grow and impassion their staff. This leads to an emotional connection to the company and brand, and results in extraordinary effort and positive financial results.

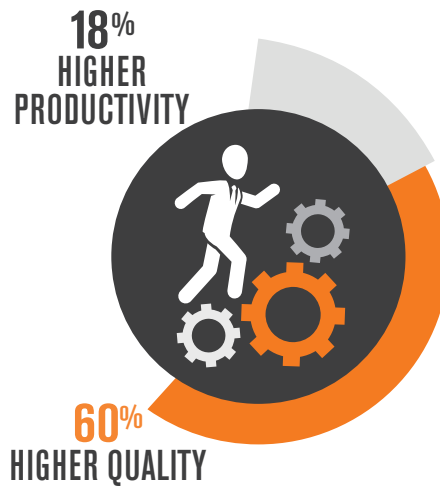
## PROFITABILITY



Companies in the top quartile of engagement scores had **50% HIGHER TOTAL SHAREHOLDER RETURN** than the average company.

(Aon Hewitt)

## PRODUCTIVITY



Engaged employees have **18% HIGHER PRODUCTIVITY** and **60% HIGHER QUALITY** than underengaged employees.

(Insync Surveys)

## CUSTOMER SATISFACTION



Companies with highly engaged employees score between **12% AND 34% HIGHER IN CUSTOMER SATISFACTION RATINGS.**

(Vance)

## QUALITY



Among Fortune 100 companies, there was a **1,000% DECREASE** in errors among engaged versus disengaged employee populations.

(Gonring)

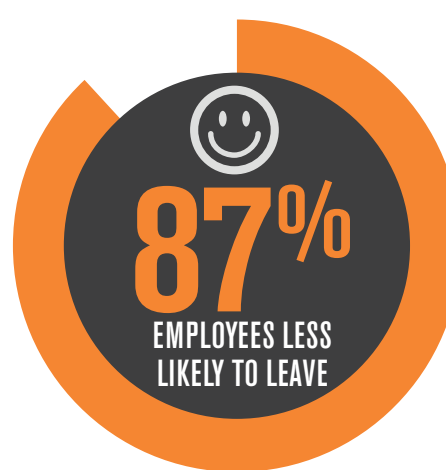
## SAFETY



Highly engaged employees have **48% FEWER SAFETY INCIDENTS.**

(Gallup)

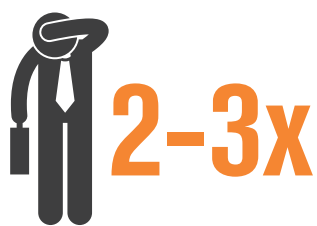
## RETENTION



**ENGAGED EMPLOYEES ARE 87% LESS LIKELY TO LEAVE AN ORGANIZATION.** They are 5 times less likely to leave than employees who are not engaged.

(Dr. Brad Shuck)

## WELLNESS



Indirect costs of poor health among disengaged employees = **2-3 TIMES** the direct medical expenses of the total employee group.



Medical expenditures consume **50% OF CORPORATE PROFITS** (HR Resources); this includes time when employees are "off the job" due to illness, as well as when employees "work" while ill.



**ENGAGED EMPLOYEES ARE 21% MORE LIKELY TO BE INVOLVED IN PERSONAL WELLNESS EFFORTS** (Gamlem), which in turn reduces sick time off work and improves productivity.



A Fortune 100 CPG company's focus on wellness lowered the rate of healthcare costs by **\$565 PER EMPLOYEE.**

(The Economist)

## SALES GROWTH

Each incremental percentage of employees who become engaged predicts an **INCREMENTAL 0.6% GROWTH IN SALES.**

(Aon Hewitt)

