LOOKING AT THE BIGGER PICTURE

INTERNAL COMMS & EMPLOYEE ENGAGEMENT

WHY IT MATTERS...

MANAGERS ARE KEY

THE POWER OF LISTENING

Employees who feel they’re genuinely listened to by their managers are no less than 50% more motivated and 21 times more likely to feel engaged. Listening to others makes them feel valued and that they belong to their company. Those who do not feel listened to are 54% more likely to be dissatisfied with their work.

For the average UK organisation:
- 20% of employees are engaged
- 40% are not engaged
- 20% are actively disengaged

The employee is the linchpin of the organisation. They are the ones who deliver the service, and in many cases the customer is the ‘product’ they are selling. A well-trained, motivated employee can make the difference.1

81% of employees are motivated to go above and beyond by their managers.2

Recognition

89% of employees and organisations find that their work is more satisfied with their work and company position.

What do employees think about their managers?3

1. I believe my manager trusts me.
2. I believe managers were generous with information.
3. I believe my manager cares about my well-being.
4. I believe my manager was generous with information.
5. I believe my manager had a positive influence on my personal and professional development.
6. I believe my manager was fair to everyone.

Reduced Staff Turnover

Companies that use social media as a key part of their employee engagement strategy can reduce staff turnover by 87%.

Companies with highly engaged employees improved operating income by 19.2% over a 12 month period.4

Financial Performance

In the UK, a 10% improvement in employee engagement could yield an additional £25.8 GDP billion per year.5

Happy employees mean happy shareholders

Companies with high levels of employee engagement performed significantly better than the comparable group of low engagement companies.

Companies that achieved an 18% year-on-year improvement in engagement could yield an additional £25.8 GDP billion per year.

Compared to their company’s peers, those in the top quartile of engagement saw increased performance levels fall by 26%, absence at £17bn

The CBI estimated the cost of sickness at £17bn in 2010.

Brand Transformation

Brand transformation is vital to meet evolving customer tastes and to protect and evolve the brand. But this change must emanate from inside an organisation.6

60% of employees thought they were an organisational asset rather than a person.7

Reduced Costs

Highly engaged organisations can reduce staff turnover by 87%.8

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If organisations increased investment in engagement by just 10% they could increase profits by £700 per employee, per year.9

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References

20. Morrell, F. (2011) 90 Steps to Employee Engagement and Staff Motivation, Forrest Gate Publishing