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MAKING THE CASE FOR EMPLOYEE ENGAGEMENT INITIATIVES

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MAKING THE CASE FOR EMPLOYEE ENGAGEMENT INITIATIVES

To build critical mass around a new employee engagement initiative in your organization, it can be helpful to prepare the right data for internal conversations.

The research compiled below draws on Forbes, Harvard Business Review, Gallup and other industry publications to provide a starting point for those discussions.

WHY YOU SHOULD TAKE ANOTHER LOOK AT EMPLOYEE ENGAGEMENT

"For each employee lost, the cost to the company could be 50–250% of his/her annual salary"

"Calculating the cost of employee attrition and disengagement", **LinkedIn Learning**

"In companies that administered employee engagement surveys, 27% of managers never reviewed the results at all. 52% of managers read the results and took no action"

"Happy Employees Equals Happy Customers", **Blake Morgan, Forbes**

HOW EMPLOYEE ENGAGEMENT AFFECTS ORGANIZATIONAL PERFORMANCE

"71% of business leaders rank employee engagement as very important to achieving overall organizational success"

"The Impact of Employee Engagement",
Harvard Business Review Analytic Services

"Since 2009, a portfolio of Fortune's "Best Companies to Work For" companies outperformed the S&P 500 by 84.2%, while a similar portfolio of Glassdoor's "Best Places to Work" outperformed the overall market by 115%"

"Does company culture pay off? Analyzing stock performance of 'Best Places to Work,'" **Dr. Andrew Chamberlain, Glassdoor**

"Engaged employees contribute 20% more revenue than less engaged employees and are 44% more productive than their satisfied peers"

"The Productivity and Payback of Employee Engagement,"
Chuck Schaeffer, Customer Think

"Companies with an average of 9.3 engaged employees for every actively disengaged employee in 2010–2011 experienced 147% higher earnings per share compared with their competition in 2011–2012"

"How Employee Engagement Drives Growth,"
Susan Sorenson, Gallup

THE CONNECTION BETWEEN **EMPLOYEE ENGAGEMENT** AND **EMPLOYEE RETENTION**

"Satisfied, or engaged, employees are 24% less likely to leave in B2C companies, and 59% less likely in B2 companies, than their less engaged peers"

"The Productivity and Payback of Employee Engagement," **Chuck Schaeffer, Customer Think**

"70% of surveyed workers are unhappy at their work. 20% report being actively disengaged and 50% are not engaged and are uninspired by their work or their managers"

"Employee Satisfaction: Recent Studies City Significant Disengagement," **Monster.com**

"Respectful treatment of all employees at all levels was rated as very important by 67% of employees in 2015, making it the top contributor to overall employee job satisfaction"

"Employee Job Satisfaction and Engagement: Revitalizing a Changing Workforce," **Society of Human Resource Management**

"Millennials are much more likely than both Gen Xers and baby boomers to say a job that accelerates their professional or career development is "very important" to them (45% of millennials versus 31% of Gen Xers and 18% of baby boomers)"

"What Star Employees Want," **Annamarie Mann and Amy Adkins, Gallup**

THE HIDDEN COSTS OF DISENGAGED EMPLOYEES

"60% or less of work time is actually spent productively."

You Waste a Lot of Time at Work," **Atlassian**

WHY EMPLOYEE SCHEDULING IS **CRITICAL TO EMPLOYEE ENGAGEMENT**

"The vast majority of youth we surveyed (83%) said they would be more likely to stay in their current job if they have more control over their work schedules. The most important aspects of scheduling that youth identified were predictability and flexibility"

"How to Improve the Engagement and Retention of Young Hourly Workers," **Kimberly Gilsdorf, Fay Hanleybrown, Dashell Laryea and Hart Associates, Harvard Business Review**

"When asked which is more important when evaluating an offer—financial benefits or improved quality of work life—58% [of millennials] choose the latter"

"Better Quality of Work Life is Worth a $7,600 Pay Cut for Millennials," **Fidelity**

"Work-life programs have been shown to affect financial performance and stock prices. For example, one study found that S&P firms emphasizing quality of work-life for employees had higher sales growth and return on asset growth over a 5-year period"

"Building the Business Case for Work-Life Programs," **Fred Van Deusen, Jamie Ladge, Jacquelyn James, Brad Harrington, Boston College Center for Work & Family**

"More than one in four employees at organizations who perceived no support for work/life balance plan to leave their employers within the next two years, compared to 17% of employees who feel supported"

"How Work-life Balance can Keep Your Employees Happy and Your Business Healthy," **John Rampton, INC.com**