



## Employee Engagement & the Bottomline The Business Link between Engagement & Performance

### 1. Linking EE – people’s hearts – to their wallets

The most engaged employees drive business performance – so, what is the business link?

- Recent research shows an 11% difference in 12 month retention rates between the most and the least engaged business units in top companies. This gap equates to a large financial gap.
- EE Surveys show a clear correlation between employee engagement ratings and brand favourability – this is the score given by clients and partners.

***Research shows a direct link between engagement, retention, client attitudes & evaluation.***

### 2. EE - integral to people strategy

People should feel part of an organisation even after they leave. It is a current reality that not everyone can progress through the ranks – climb the pyramid structure that is inherent in so many organisational structures. The essence of engagement is fast becoming a whole life concept so that when people leave an employer they hold a positive image of that particular work experience and feel a sense of personal validation for the contribution made. In short, it is about feeling proud to have worked for a particular ‘brand’ thus ‘spreading a positive image.’ Many world-class employers have alumni magazines and hold annual alumni events with this in mind.

One Fortune 100 Senior HR Strategist sums up the situation:

*‘For every one thousand graduates you onboard, you only have 200 managerial/leadership slots. Most who pass through your organisation will be somewhere else in the economy so how they feel about their time in ‘your’ workplace is critical to your value proposition. I want each of these professionals to feel a lifelong association with the best networks in the world.’*

### 3. Challenging the golden retention rule

Many talent strategies today increasingly focus both ‘the inside and the outside’ in an attempt to develop future leaders for a world business arena, not just their own organisation. This runs against the top talent retention rules of successful talent pipeline strategy. It takes a counter intuitive path that



seeks to create career value. By providing an exceptional work experience to each individual that lasts a lifetime, the strategy can only enhance a specific employer brand image and value.

#### **4. From linkage to driving engagement**

Central to any Employee Engagement strategy is a framework which offers a global solution but at the same time takes in local realities. This alone will avoid pushback from business settings that might default to mindset that says – ‘this global strategy is superb but we are already ahead of this’; or, ‘this is an Anglo-American perspective that ignores our emerging market conditions...etc!’

A clearly graded ‘maturity framework’ is the obvious answer – one that provides a researched and validated organisational baseline against which ‘the world’ can self-assess. The objective is to provide a baseline that sets the minimum benchmark from which best-in-class is the target. BUs and regional organisations can assess themselves against this with 3 other measures in view. These are ~

**Below baseline**

**Baseline**

**Best-in-class**

**Innovator**

At level 4 we are looking at parts of the business that are best-in-class now but have already thought about how to sustain this in fast changing environments. Nothing stands still! Innovation is crucial; best-in-class today towards a similar rating tomorrow.

This is a global people strategy assessment tool approach that can be used as a local tool. Self-assessment is checked against client, partner, employee feedback surveys for a joined-up accurate approach.

**Employee engagement is critical to sustained success.**

**What is your corporate strategy? How will you implement it?**

**Equilearn can help and support you to build a strategy and an implementation strategy.**

Call: 44 1737771221 or email [agarburton@equilearn.org](mailto:agarburton@equilearn.org)