# EMPLOYEE ENGAGEMENT: WHY IT MATTERS
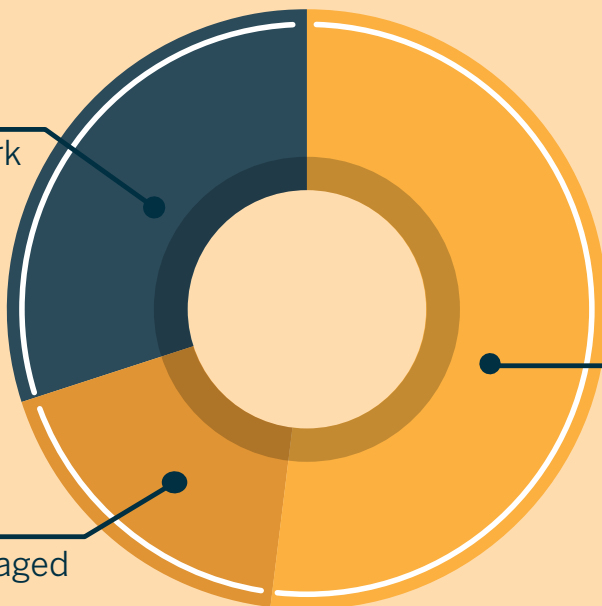
**Did you know that companies with engaged employees outperform those with unengaged employees by up to 200%?[1]**

**This makes sense. When employees feel fulfilled and are committed to their work, that energy is channeled into increased performance and improved customer service.**

## 2:1

For every two engaged employees, there is one actively disengaged team member trying to slow them down. [1]

**33%**
engaged at work

**51%**
not engaged

**16%**
actively disengaged

Only 33% of Americans claim that they're engaged at work, 51% are not engaged, and 16% actively disengaged, meaning they may even be participating in behaviors that undermine the accomplishments of their engaged co-workers. [2]

## $450–550 BILLION

Gallup estimates that active disengagement costs the U.S. $450–550 billion per year.[1]
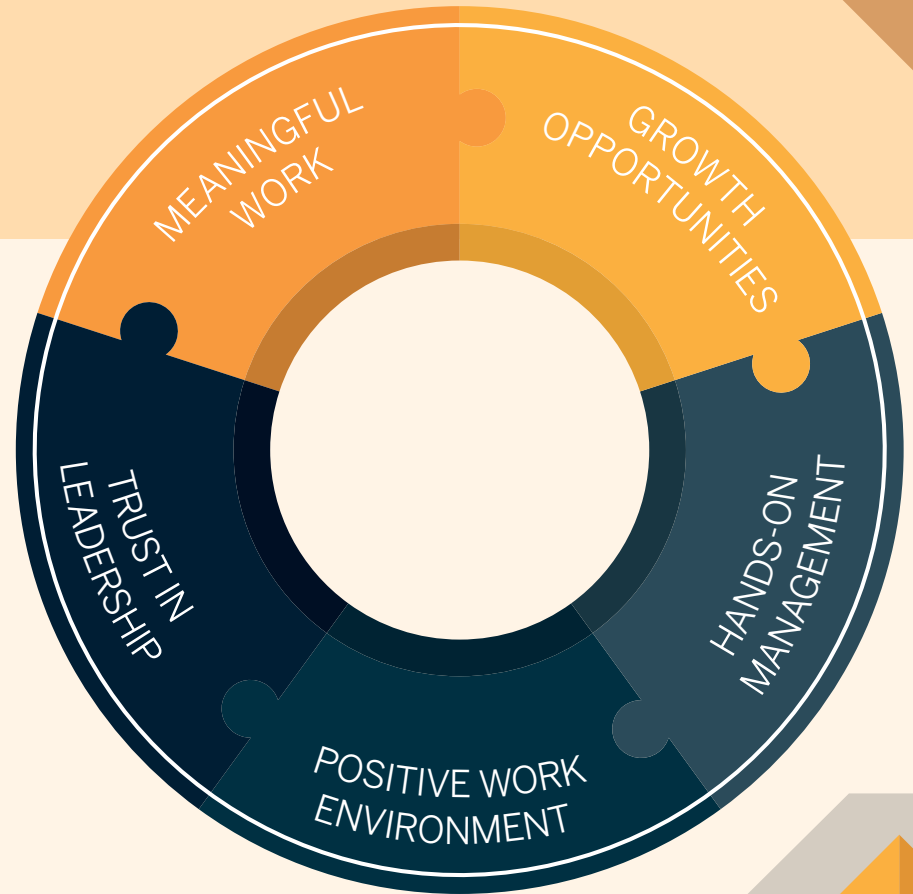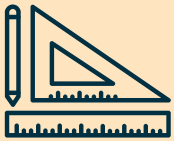
# 233%

Companies with employee engagement programs also excel in servicing clients. On average, they enjoy 233% greater customer loyalty.[4]

# ENGAGED WORKERS

**CREATE**
NEW PRODUCTS AND SERVICES

**GENERATE**
NEW IDEAS

**ATTRACT**
NEW CUSTOMERS

**BUILD**
ECONOMIC GROWTH

# 5 ELEMENTS THAT DRIVE ENGAGEMENT[3]

- MEANINGFUL WORK
- GROWTH OPPORTUNITIES
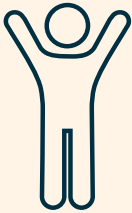- HANDS-ON MANAGEMENT
- POSITIVE WORK ENVIRONMENT
- TRUST IN LEADERSHIP

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# WHO IS ACCOUNTABLE FOR DISENGAGEMENT?

## MANAGERS HAVE THE GREATEST IMPACT ON EMPLOYEE ENGAGEMENT.

### 39%

### MANAGERS

who are directly supervised by highly engaged leadership teams are 39% more likely to be engaged than those supervised by actively disengaged managers.[1]

### 59%

### EMPLOYEES

who are supervised by highly engaged managers are 59% more likely to be engaged than those supervised by actively disengaged managers.[1]

## LEADERSHIP DRIVES CULTURE

WHICH, IN TURN, DRIVES PERFORMANCE.[3]

# BRINGING ENGAGEMENT TO THE WORKPLACE. IMPLEMENT THROUGH INTERNAL COMMUNICATION PROGRAMS:

## 80%

80% of organizations believe their employees are overwhelmed with information and activity at work, yet fewer than 8% have programs/solutions to deal with the issue.[3]

# HOW TO CREATE MEANINGFUL ENGAGEMENT PROGRAMS AND EXPERIENCES

**1** Create an engagement council – consisting of current and emerging leaders
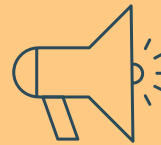
**2** Bring employees together through informal intimate events and use the opportunity to give them a voice

**3** Develop a strong, meaningful culture to clarify your purpose and drive your communication initiatives

**4** Identify ambassadors to serve as champions for your internal communication initiatives

# MAKE EMPLOYEE ENGAGEMENT A TOP PRIORITY TO DRIVE FINANCIAL RESULTS

**ANNUAL COMPANY REVENUE**
15.5%
12.3%

**REVENUE FROM CUSTOMER REFERRALS**
15.1%
4.6%

**OVERALL SALES TEAM ATTAINMENT QUOTA**
13.1%
4.7%

**IMPROVEMENT IN ANNUAL CUSTOMER SERVICE COST**
12.7%
-1.2%
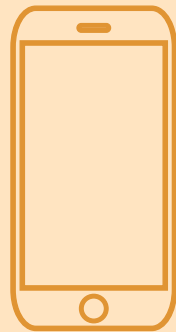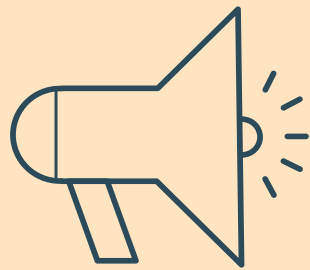
● Companies with a formal employee engagement program

● All others

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# IMPLEMENT THROUGH CORPORATE EVENTS:

## GIVE ATTENDEES A VOICE THROUGH TECH[5]

Event technology can help increase event attendance 20%, increase productivity 27%, and decrease costs 20-30%.

88% of event professionals said using an event app had a positive impact on attendee satisfaction, a key metric.

## SALES

Brands say that their event and experiential programs are directly related to sales.[5]

**65%**

## POSITIVITY

Event attendees say they have a more positive outlook of a company after an internal event.[5]

**74%**

These facts are a great starting point to improve your internal communications and engagement. If you're interested in learning more, please download our eBook, '10.5 Steps to Transform Your Event Into an Ongoing Engagement.'

## ABOUT THE AUTHOR

CPG is an internal engagement agency that uses live brand experiences, full-service event production and experiential engagement solutions to take moments of impact and transform them into an ongoing movement. Our creative communication strategies allow your critical messages to cascade from leadership to your frontline stakeholders and positively influence your customer experience.

To learn more, visit **cpgagency.com**

Sources:
1: Gallup 2013 State of the American Workforce Report
2: Gallup 2017 State of the American Workforce Report.
3: Deloitte University Press study. Feb 2015
4: Aberdeen Group Study: Employee Engagement: Paving the Way to Happy Customers. Sept. 2015
5: Event Farm blog: 35 Statistics That Every Event Marketer Should Know. Aug 2015

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