What is an engaged employee and how important are they to my business?

An engaged employee cares about more than just receiving a paycheck at the end of the week. They deliver high-quality customer service.

They are motivated to go above and beyond and they are not only more likely to be committed to their employer but they also understand and support the long-term goals of the company.

Engaged employees bring energy and enthusiasm to the workplace which contributes heavily to an increase in productivity across the board.

Passionately dedicated in their work, engaged employees bring a strong commitment to delivering high-quality service, increasing customer satisfaction, and ultimately the bottom line.

Gallup’s State of the Global Workplace study of 142 countries shows that only 13% of employees worldwide are actively engaged at work. That translates to only 1 in 8 employees that actually care deeply about the company they work for and are motivated to make positive contributions towards its success.

More significantly, 63% of the workforce is not engaged, meaning they are unmotivated and unwilling to put in extra effort to help the company achieve the long-term goals.

More alarming still are the 24% of employees that are actively disengaged. These employees are unhappy with their jobs so they are unproductive and may even try to cause trouble within the company.

Gallup’s findings show that the vast majority of employees across the globe simply don’t care about their jobs or the company they work for. In a small company of 10,000 employees, for example, statistically only 1,300 are actively engaged in and passionate about their work. The rest of the employees, 8,700 of them, are actually contributing less to the company than their motivated counterparts and may even be pulling the company down.

Employee engagement is the art and science of engaging people in authentic and recognized connections to strategy, roles, performance, organization, community, relationship, customers, development, energy and happiness to leverage, sustain and transform work into results.”

-David Zinger, Let’s Co-Create an Employee Engagement Charter, The Employee Engagement Network

Find out how Proactive Insights can help you increase employee engagement in your company. Visit www.proactiveinsights.com Now for more information!
Job satisfaction and employee engagement are not the same

Although it may seem so on the outside, the truth is that a satisfied employee is not always a fully engaged employee. Employee surveys done on an internal level may indeed show a high level of job satisfaction among employees, but this is not a true measurement of employee engagement.

While a person may be perfectly content with the salary, vacation time and benefits they receive for the work they do, they may not be actively engaged in helping the company to move forward.

These employees are not as willing to exert any discretionary effort and are more likely to seek out new opportunities when the economy turns and the job market opens up. They are not concerned with the long-term success of any company, rather, they are concerned with fulfilling their own needs.

Satisfaction can be thought of as a passive measurement that truly only reveals how happy an employee is with their own current state of affairs.

An engaged employee may well be satisfied with their paycheck and benefits as well, but they also have a vested interest in and are committed to the company. More importantly, they also have a passion for giving supreme customer service and operate on the highest levels of productivity. Engaged employees not only understand the companies goals, but they actively work to help attain them. The end result- customers are more satisfied, sales increase, profits go up and long-term financial goals can be met.

How can I measure employee engagement?

You might think that if you create a simple survey and sent it out to your employees, asking them to rate their experience and feelings about the company you’ll get the information you desire.

You may well receive back glowing reports of happy, satisfied employees. But how many of them are truly engaged employees that have the company’s best interests at heart now and into the future?

The problem with internal surveys like the one described previously is just that - they only measure the satisfaction feels with their pay, workload or workplace conditions. These types of surveys cannot measure their commitment to the company and so it cannot paint the entire picture.

As a leader, it is important to find out what matters most to your workforce and then take the necessary action to maximize your employee’s true engagement potential.

An outside firm that specializes in employee engagement such as Proactive Insights offers an effective way to listen to your employees. Our Employee Engagement Surveys allow your personnel to confidentially share their opinions on their jobs, giving you the opportunity to hear what they really have to say.

Not only that, but we also use benchmarks to compare your company with others in your industry which can give you a huge competitive edge. When you can see areas that are in need of improvement, you can take action, and assure your place in the market is secure.
Employee engagement is a huge competitive edge

Companies that strive to achieve and maintain a higher level of employee engagement see near immediate results, even in harsh economic times.

When employees are interested in seeing the company flourish they will not only step up themselves, but they will encourage others as well. A culture of engagement drives people together, creating an environment of success for all.

Striving to maintain a higher level of employee engagement not only contributes toward short-term survival during economic volatility, but also is a key factor for longer-term business performance and better positioning when market conditions become favorable.

Companies with the highest levels of employee engagement have a huge competitive advantage over their competition.

The best of products and technologies can be copied, repackaged and sold, but passionate, committed employees working for a common goal cannot.

Highly engaged employees make the customer experience. Disengaged employees break it.”

- Timothy R. Clark
The 5 Ways That Highly Engaged Employees Are Different.

Engaged employees translate to engaged loyal customers

Organizations with a higher percentage of engaged employees also have more satisfied and loyal customers. Passionate customers will rave about their experience with the organization and they become even more invested in the longevity of the company.

On the other hand, disengaged employees often talk badly about the company, treat customers poorly and generally leave a bad taste in the mouths of the customers that they serve, or rather fail to serve adequately. This ends up costing the company not only in terms of lost revenue, but also in terms of a tarnished customer service reputation.

It has been said that employees will treat customers the way that they are treated by their management. Invested employees feel as though their needs are met and that they are valued members of a forward moving team. When employees feel this way, they give better customer and the company profitability and longevity is assured.
My organization is small does employee engagement really matter?

If your company wants to see higher profit margins, better-quality products and services and experience greater growth, then the answer is a resounding YES. The only reason to be in business is to profit and grow, therefore, employee engagement should be a top priority for all business leaders.

The size of the company really does not matter. Huge corporations as well as tiny businesses all benefit when employees are engaged, passionate and committed. However, smaller companies will actually see a more profound impact due to the fact that there are so few employees. Stand-out, engaged employees are easy to spot in a small crowd, larger companies may face a harder time finding the engaged employees in their midst.

An increase in the bottom line is a welcome thing for all businesses large and small and increasing employee engagement is a sure-fire way to do it.

Disengaged employees cost companies over half a trillion dollars every year

Disengaged employees cost the U.S. $450 billion to $550 billion in lost productivity per year.

- Gallup

You read that right, Gallup estimates that actively disengaged employees cost the U.S. $450 billion to $550 billion in lost productivity per year.

That is a mind-blowing figure and it is all LOST – the money could have just as easily been flushed.

This speaks to a complete lack of efficiency in the workplace in overall terms. The fact that these employees can be so disruptive to the cash flow of the company they work for is just the tip of the iceberg.

Disengaged employees often vent their negative opinions about the company, supervisors, co-workers and job. This constant complaining and undermining of performing employees has a negative effect on overall company performance and productivity.

Disengaged employees also are more likely to have missed deadlines, increased customer complaints and poor sales results. On top of all that, they take more sick days than their engaged co-workers, and are much more likely to leave the company for other opportunities.

Employee engagement surveys - Well worth the investment

Employee Engagement Surveys allow your personnel to confidentially share their views on their respective jobs, and gives you the chance to hear what they have to say. When employees are given the opportunity to give anonymous feedback without fear of reprisal from bosses, they are more honest and management gets more information. The costs associated with implementing an engagement survey are very minimal when you consider what disengaged employees cost companies each year. Increased employee engagement equates to increased productivity which directly affects the company’s bottom line. Fewer sick days and higher retention rates amongst employees also add to the long-term return on investment from an outside engagement survey process.

Find out how Proactive Insights can help you increase employee engagement in your company. Visit www.proactiveinsights.com Now for more information!
What drives employee engagement?

There are 10 key factors uncovered by Proactive Insights Research Institute that drive employee engagement.

1) **Clarity** – Employees want to be clear about the organizations’ purpose and direction. Employees want to know what their organization stands for and what goals it wants to accomplish. Knowing what direction the company is headed gives employees the opportunity to help steer toward that goal.

2) **Communications** – Communication is critical to employee engagement ideas and opinions not only must be heard but also acted upon when appropriate. Nothing is worse than feeling like you haven't been listened to and employees want to know that their opinions and thoughts matter.

3) **Proper Tools and Resources** – You have to start by asking employees if they have the proper tools, material, equipment and resources to do the best job they can. Actually acting on employee requests for new materials and resources in a timely manner is the rest of the job.

4) **Workplace Wellness** - Research proves that employee engagement accelerates in an organization when it demonstrates authentic concern for the wellness and development of every employee. Ask employees for comments, suggestions and ideas about improving the wellness and balance of their workplace – encourage involvement.

5) **Recognition and Appreciation** - Recognition reinforces accomplishments, shows the person in a positive light and helps to ensure there will be more achievements in the future. A tailored recognition and rewards plan that caters to the unique needs of the workforce further maximizes the benefits.

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6) **Make Work Fun** - People who love their jobs do not just for the pay, but because they enjoy going to work and find it fun and engaging. Workplace fun has been shown to boost employee morale, lower absenteeism and increase creativity.

7) **Opportunities to Learn and Grow** – Organization’s should evaluate their employee learning, training and career development policies and action plans. Focusing on educational opportunities that offer maximum benefit to employees maximizes the return on the investment for employers.

8) **Freedom to Be Passionate and Creative** - People want to work with an organization that taps into their talents, passion, energy and drive, where each employees potential is encouraged and nurtured. Employee morale, commitment and retention go up dramatically when organizations are paying attention to the greater, more important employee needs for creative freedom and passionate expression.

9) **High-trust Environment** - Trust is the highest form of human compliment and motivation. It brings out the very best in employees when companies trust that they will generally make sound decisions within the established guidelines. Employees must trust that the company will continue to do as it says it will. Trust is the basis for all relationships – business and personal – it can be earned, but just as easily lost.

10) **Making Progress in One’s Work** - When employees are making measurable progress in their job they are much more satisfied. Research has shown that the number one workplace motivation factor for employees - what makes them enthusiastic about their work – is making progress. When progress is occurring, employees are more positive and their drive to succeed is at its peak.

No matter what industry - the higher the level of employee engagement, the better the business performs. The research is overwhelming.

High levels of employee engagement will set your company apart from your competition, or your competition apart from you.

Visit www.ProactiveInsights.com today and get your company on the right track by achieving and retaining a productive, engaged workforce. Let your employees know that THEY are your most valued assets.
According to Proactive Insights Research Institute, the top 10 drivers of employee engagement are:

1. Clarity in Purpose and Direction
2. Opinions Matter
3. Proper Tools and Resources
4. Workplace Wellness
5. Recognition and Appreciation
6. Work is Fun
7. Opportunities to Learn and Grow
8. Freedom to Unleash Passion and Creative Potential
9. High Trust Environment
10. Making Progress in One’s Work