



How to Elevate **EMPLOYEE ENGAGEMENT**



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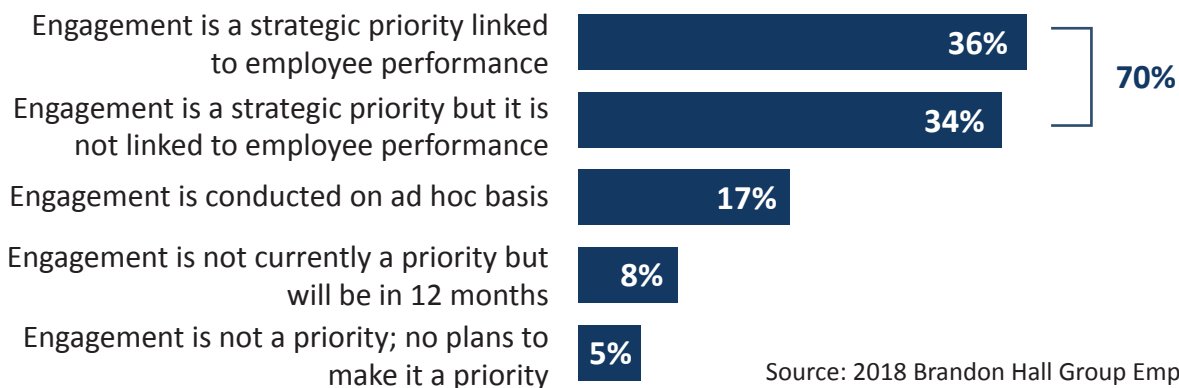
What is Employee Engagement?



- Engaged employees are committed to, aligned with, and enthusiastic about their work and the company culture.
- Engaged employees make personal contributions to drive organizational success and excellence.
- Employee engagement is deeper than employee satisfaction!

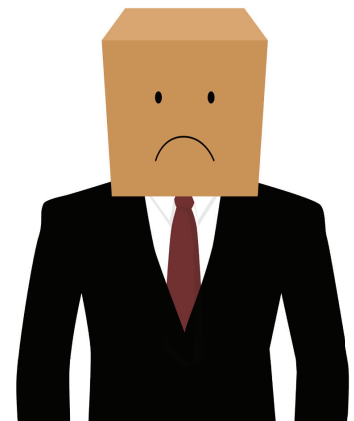
The State of Employee Engagement Practices

Level of Organizational Commitment to Employee Engagement



Problems Related to Low Employee Engagement

- High employee attrition rates
- Low productivity
- Poor brand reputation; disengaged current and former employees post on social sites, such as Glassdoor
- Erosion of organizational culture/ideation/innovation
- Inability to attract quality talent
- Low customer satisfaction; low customer retention
- Decrease in organizational performance

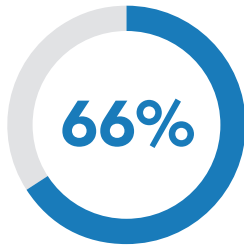


Engagement Drives Organizational Performance

Organizations that Make Engagement a Strategy Priority



High-Performing Organizations*



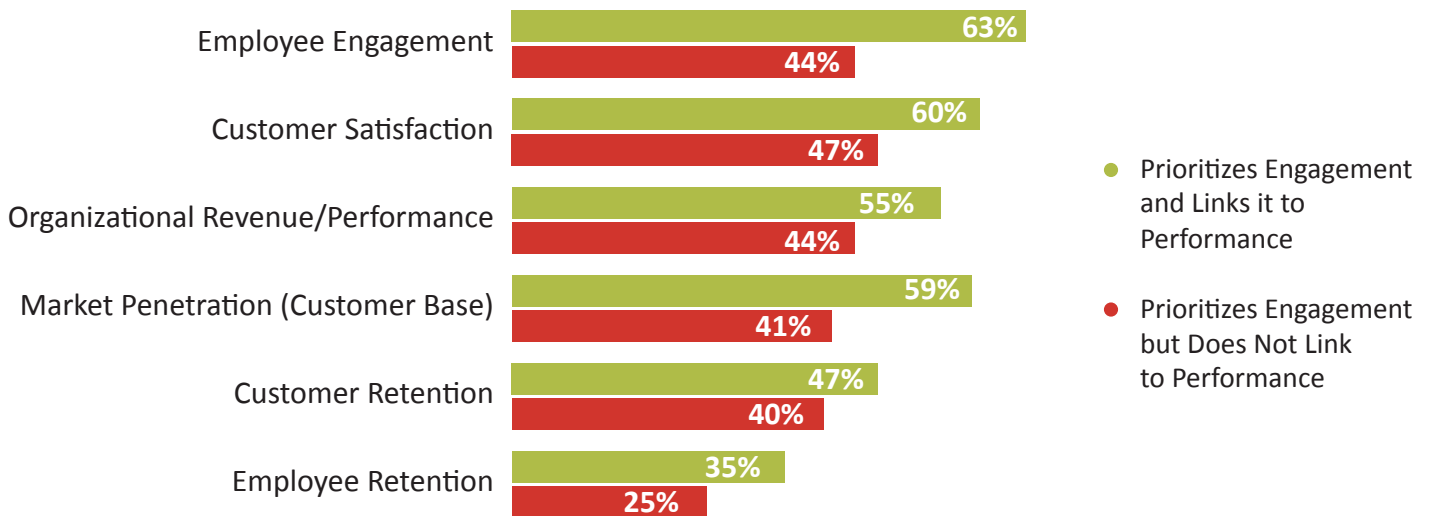
Other Organizations

*High-Performing organizations are shown through survey results to see overall improvement across these criteria: employee engagement, customer satisfaction, organizational revenue/performance, most of voluntary turnover, and organizational productivity.

Source: 2018 Brandon Hall Group Employee Survey (n=302)

Linking Engagement to Performance Drives Even Better Results

Percentage of Organizations Seeing Increase in KPIs over Past 12 Months



Source: 2018 Brandon Hall Group Employee Survey (n=302)



How to Link Engagement to Performance

- Coaching/training
- Recognition
- Provide feedback
- Action plans/work plans with timeframes
- Establish goals
- Technological environment



How Organizations Use Engagement Survey Results



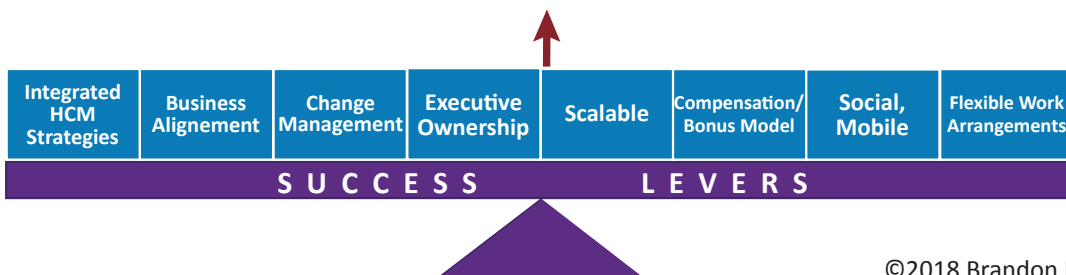
Source: 2018 Brandon Hall Group Employee Survey (n=302)

WHAT COUNTS MOST?

- It is not enough to make employee engagement a strategic priority.
- Employee engagement must be linked to employee performance.

Developing an Engagement Strategy

High-Performance Employee Engagement Framework



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Case Study

KFC - INSPIRING BELIEF AND PRIDE



Launched employee value proposition: The KFC People Promise
 - *“Be your best self, make a difference, have fun!”*

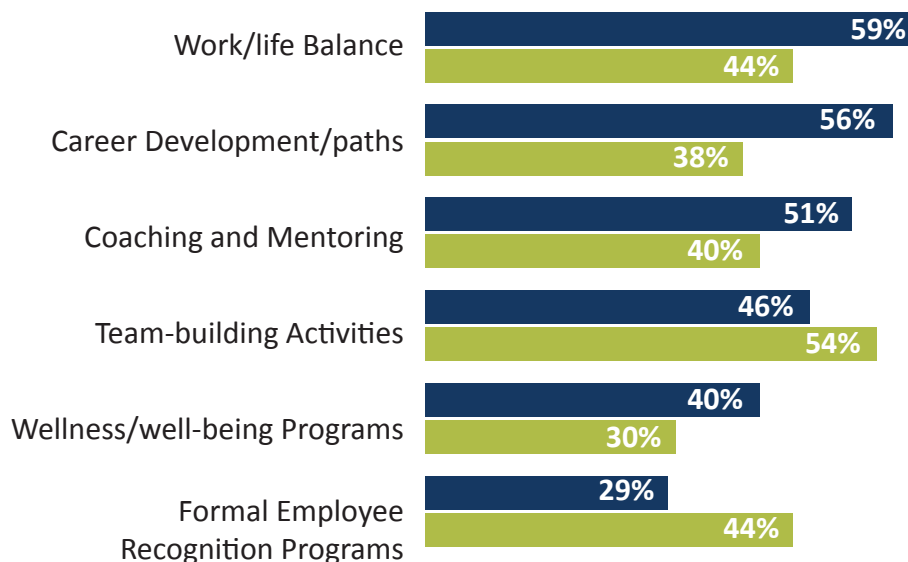
KFC culture values define how employees conduct themselves:

- **Believe in All People:** Trust each other; believe everyone can be their best self here.
- **Run Great Restaurants:** Take pride in creating a great experience for guests.
- **Build Know How:** Seek to learn more and share knowledge. Everyone can grow here.
- **Work as a Family:** We support each other to get better outcomes.
- **Recognize:** We look for ways to recognize people and have fun doing it.

Key to success: Integration of engagement initiatives with talent management strategies and processes. Includes rewards and recognition solution.

Highly Valuable Activities for Engagement

Use a Multi-Generational Approach When Developing Engagement Strategies



- **Older Workforce**
defined as having at least 26% or more Baby Boomers in employee population.
- **Younger Workforce**
defined as having an employee population of mostly Millennial, Gen X, Gen Z and 25% or less Baby Boomers.

Source: 2018 Brandon Hall Group Employee Survey (n=302)
 Percentages indicate that the activity listed in the table is highly valuable to engagement efforts.

Key Takeaways



- Prioritizing engagement is important. Applying engagement to employee performance improves business and talent metrics.

- When developing an engagement strategy, make sure activities are relevant to all employees by considering generations and different employee segments.



- Embrace diversity and gender parity, and create an inclusive organizational culture



About Brandon Hall Group

Brandon Hall Group is a HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition, and HR/Workforce Management.

With more than 10,000 clients globally and almost 25 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

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