

# What Employees Crave: Aligning People, Process, and Technology to Engage Employees



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Talent Acquisition  
Brandon Hall Group*



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*President of Employee Engagement  
RewardGateway*





# Reward Gateway

the employee engagement people

## Employee Engagement Platform

Employee Communications



Tell the story

Employee Recognition



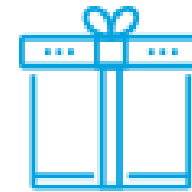
Recognize the great

Employee  
Surveys



Gain insight

Employee  
Discounts/ Cashback



Reward your people

**The only solution designed to give your employees what they CRAVE at work: Respect, Purpose, and Relationships**

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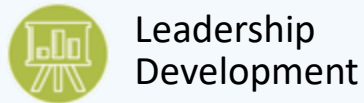
# How We Help You



Learning & Development



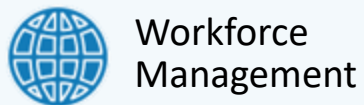
Talent Management



Leadership Development



Talent Acquisition



Workforce Management



**MEMBERSHIP**



**STRATEGIC CONSULTING**



**EXCELLENCE AWARDS**



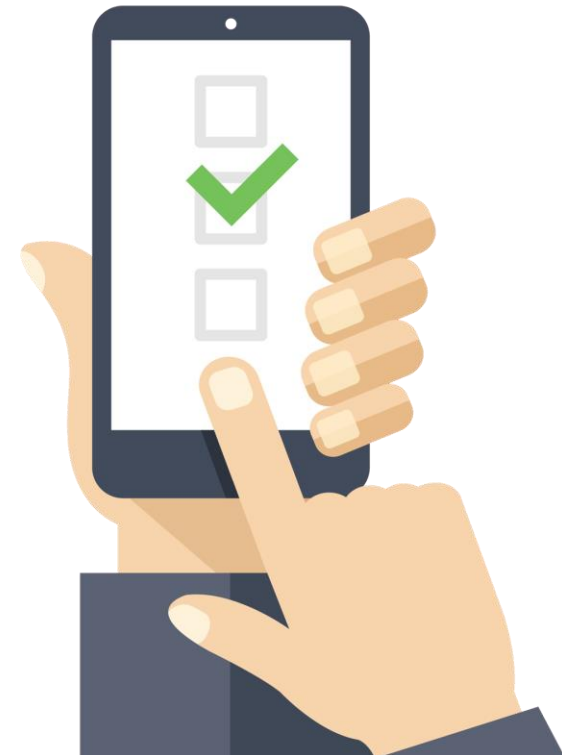
**PROFESSIONAL DEVELOPMENT**

# Open Surveys

- Learning & Development Benchmarking
- Workforce Management Technology
- HCM Outlook 2019
- Talent Risks
- Impact of Strategic Onboarding

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# How To Ask Questions



- Submit your *questions* or *comments* about the discussion to our presenters using the **Questions** tab on your control panel.
- Presentation *slides* and *giveaways* can be found in the **Handouts** tab on your control panel.

***Recording & Slides will also be sent out after the webinar.***

# Agenda



Best-in-Class Practices for Employee Engagement



How Strategic Recognition Increased Engagement



Exclusive Content from CRAVE! You Can Enhance Employee Motivation in 10 Minutes by Friday



Q&A

# POLL: What is the most important reason your organization has implemented a recognition and rewards technology solution? (Select One)

1. Improve/enhance organizational culture
2. Reward and publicize positive employee behavior
3. Improve employee engagement
4. Show appreciation
5. Do not have a recognition and rewards technology solution



# Drivers for Implementing a Recognition & Rewards Program\*



Sources: Brandon Hall Group 2017 Recognition and Rewards Survey

\*Among high-performing organizations. High-performing organizations are those that have seen improvement in their key performance indicators over the past year.

# Best Practices for Employee Engagement

# 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.

Sources: Brandon Hall Group 2018 Employee Engagement Survey

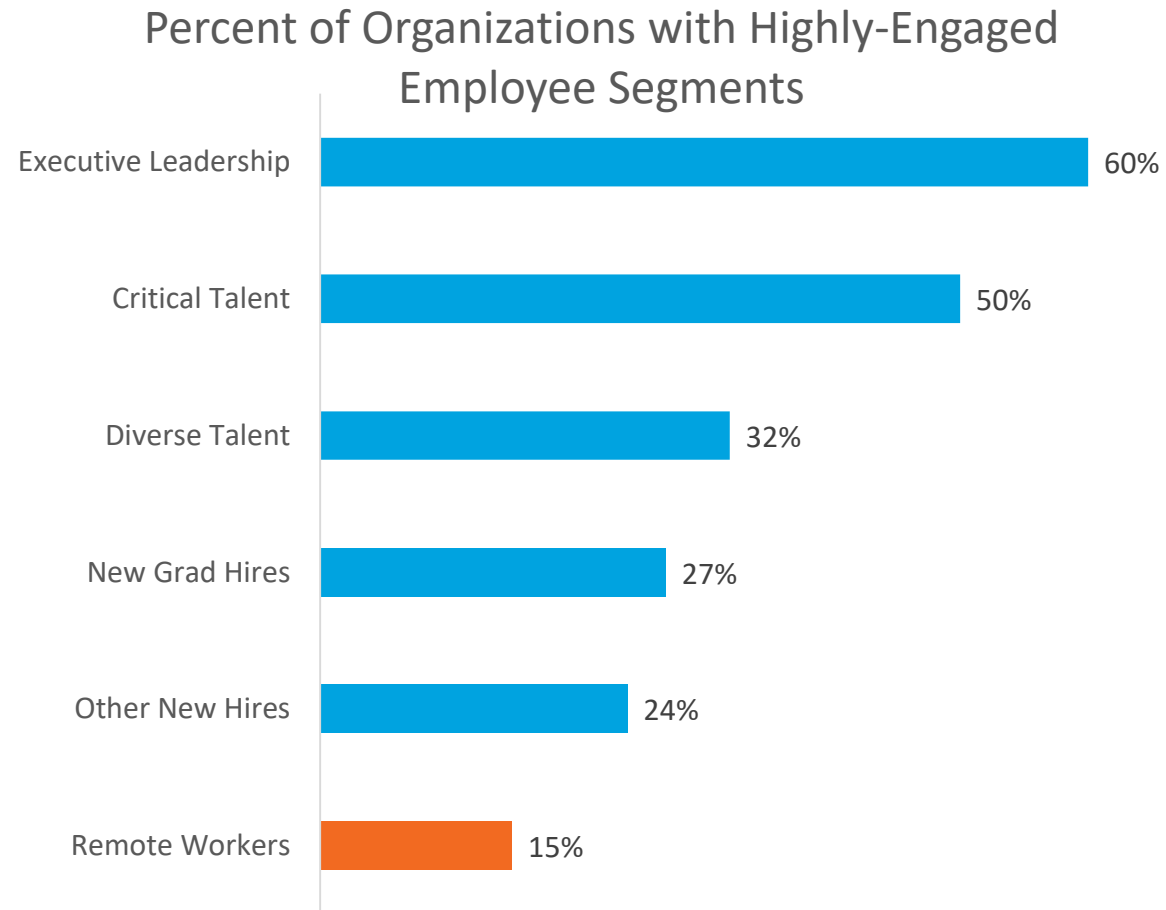
# Employee Engagement Drives Organizational Performance

- Organizations with mostly-highly engaged\* employees are about twice as likely as other organizations to see improvement in business performance over past year.
  - Revenue: 80% vs. 42%
  - Customer Satisfaction: 71% vs. 39%
  - Customer Retention: 62% vs. 30%

Sources: Brandon Hall Group 2018 Employee Engagement Survey

\*Most employees participate in engagement efforts and promote the organization internally and externally.

# But For Most Organizations, Employee Engagement Levels Are Low



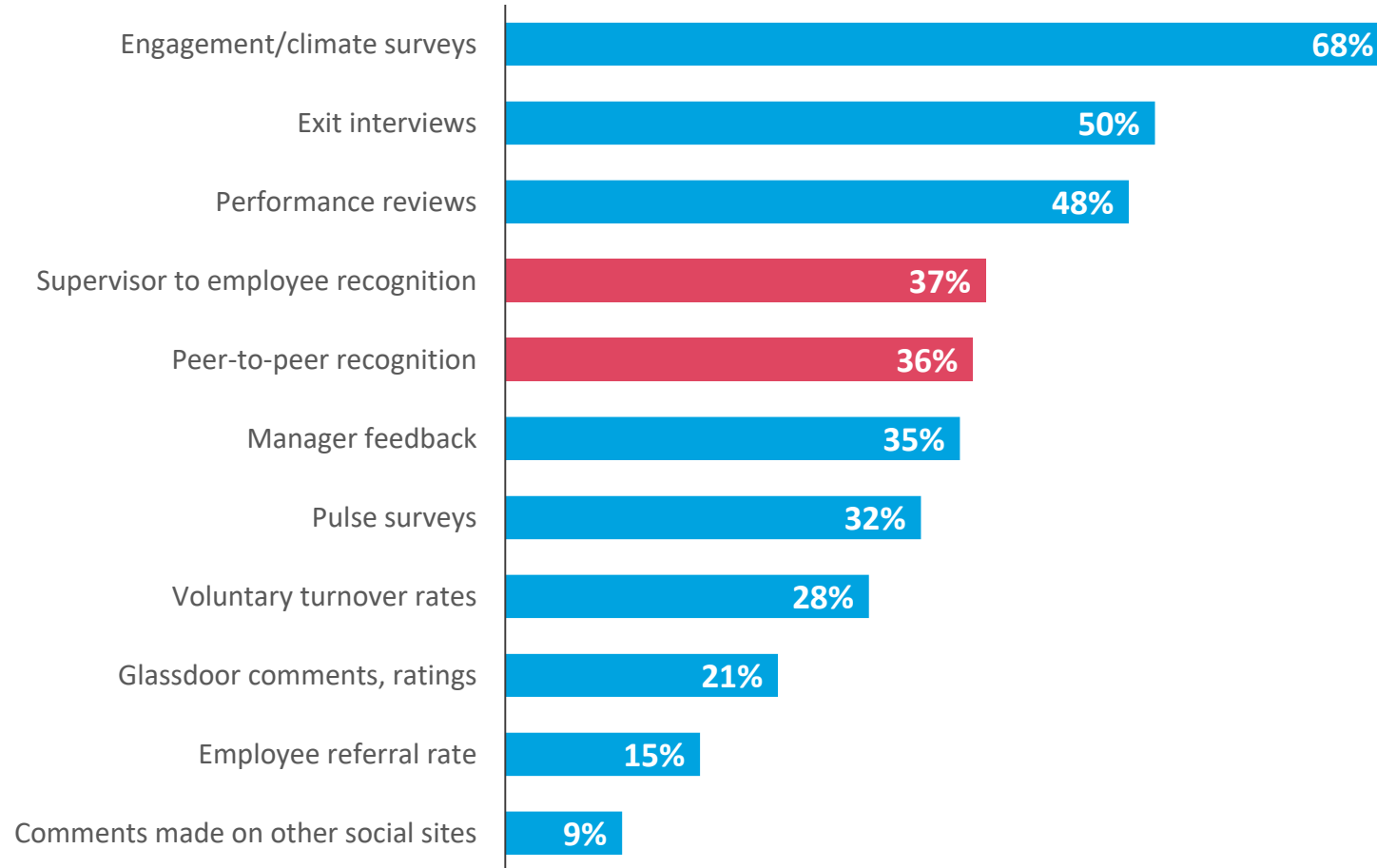
Source: Brandon Hall Group 2018 Employee Engagement Practices Survey  
\*Highly engaged is defined as participating in engagement efforts and promoting the organization internally and externally.

# Brandon Hall Group: High-Performance Engagement Framework

- Address all components when developing engagement strategy.



# Use Multiple Approaches to Assess Engagement Levels



Source: Brandon Hall Group 2018 Employee Engagement Survey.

# Recognition is a Big Component of Engagement

Nearly **half** the organizations assess employee engagement utilizing recognition metrics.

<b>Recognition (Total)</b>	<b>48%</b>
Both Supervisor and Peer-2-Peer	25%
Supervisor-to-Employee Only	12%
Peer-to-Peer Only	11%

Source: Brandon Hall Group 2018 Employee Engagement Survey.



# Link Engagement Efforts to Employee Performance

- **Employee engagement is a strategic priority and linked to employee performance** **34%**
- **Employee engagement is a strategic priority but not linked to employee performance** **36%**
- Employee engagement is conducted on an ad hoc basis 17%
- Employee engagement will be a priority in 12 months 8%
- Employee engagement is not a priority and no plans to make it a priority 5%

Source: Brandon Hall Group 2018 Employee Engagement Survey

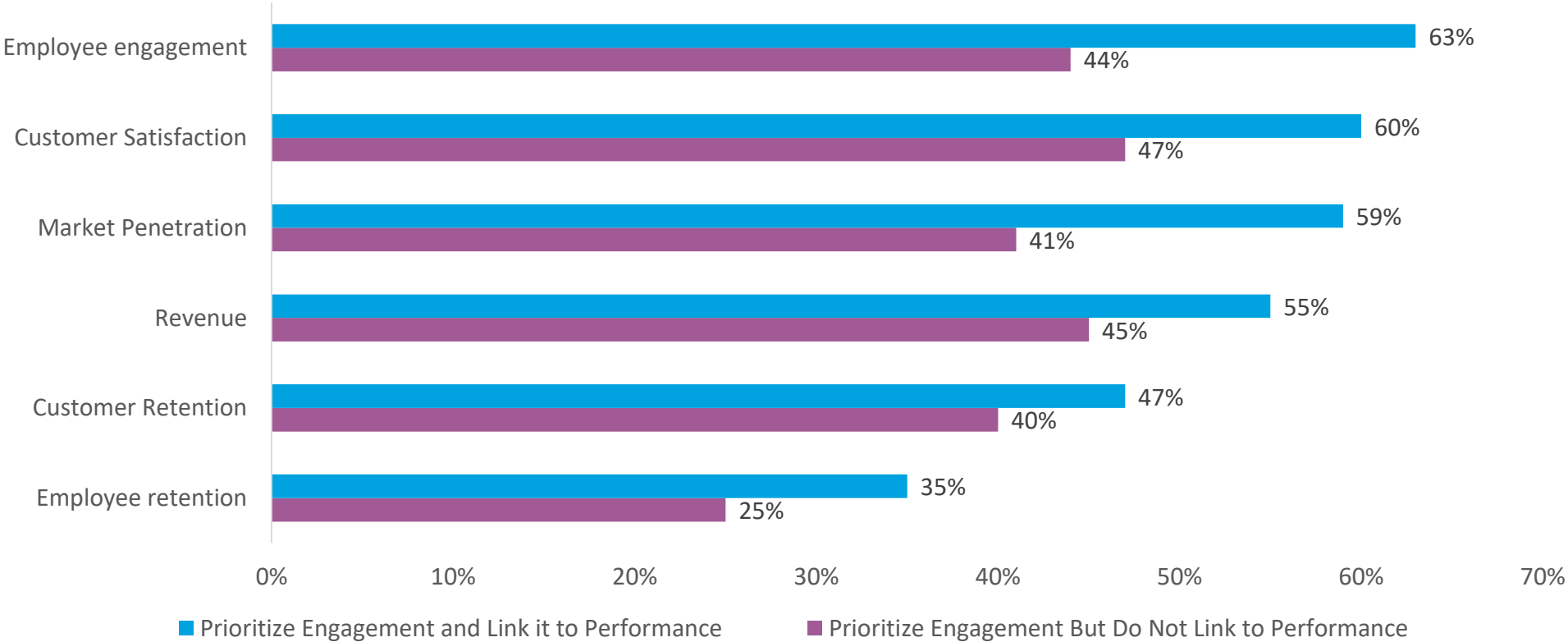
# How Organizations Apply Engagement



Source: Brandon Hall Group 2018 Employee Engagement Survey.

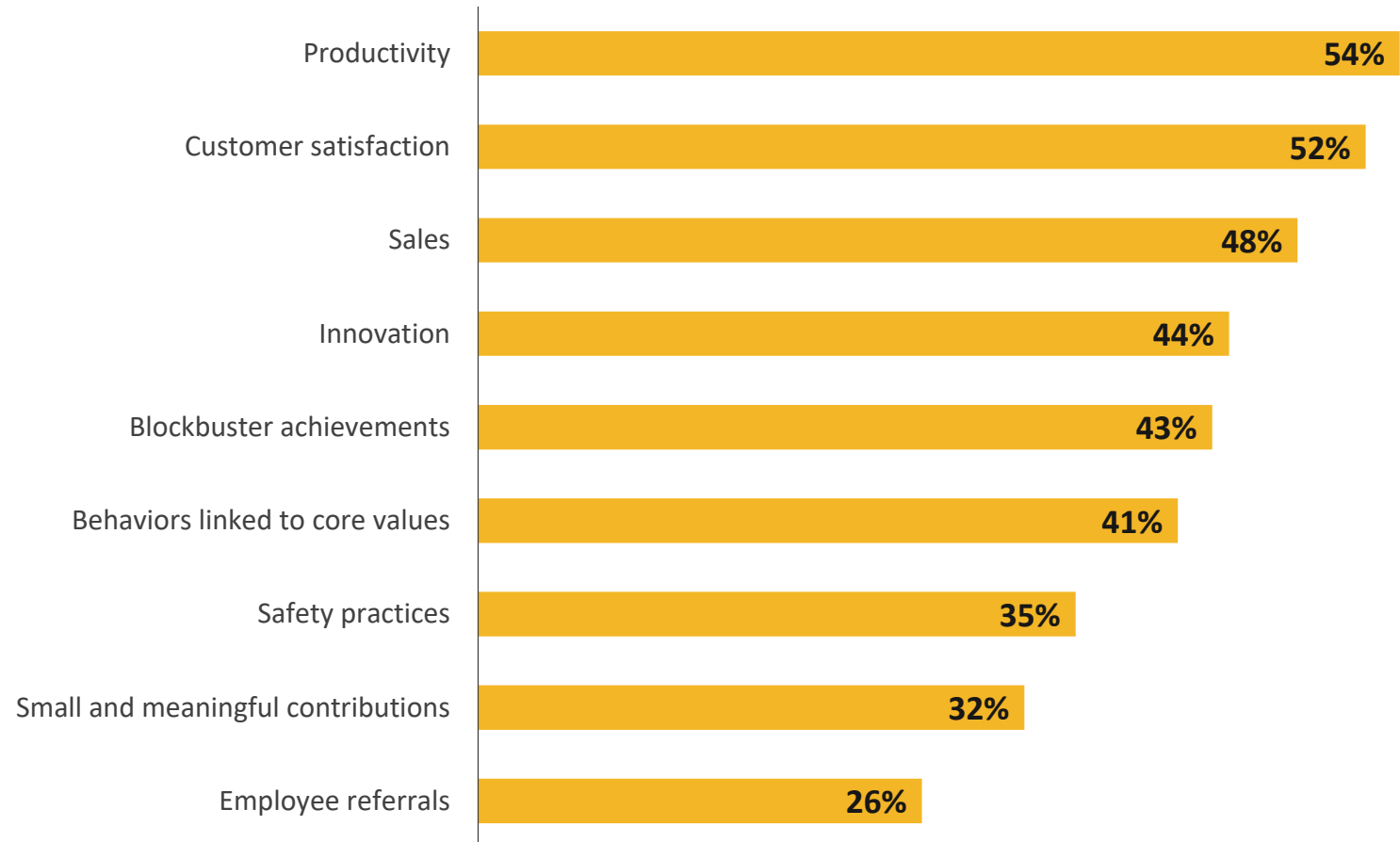
# The Results: Improvement in Organizational Performance

### Percent of Organizations with Highly-Engaged Employees by Segment



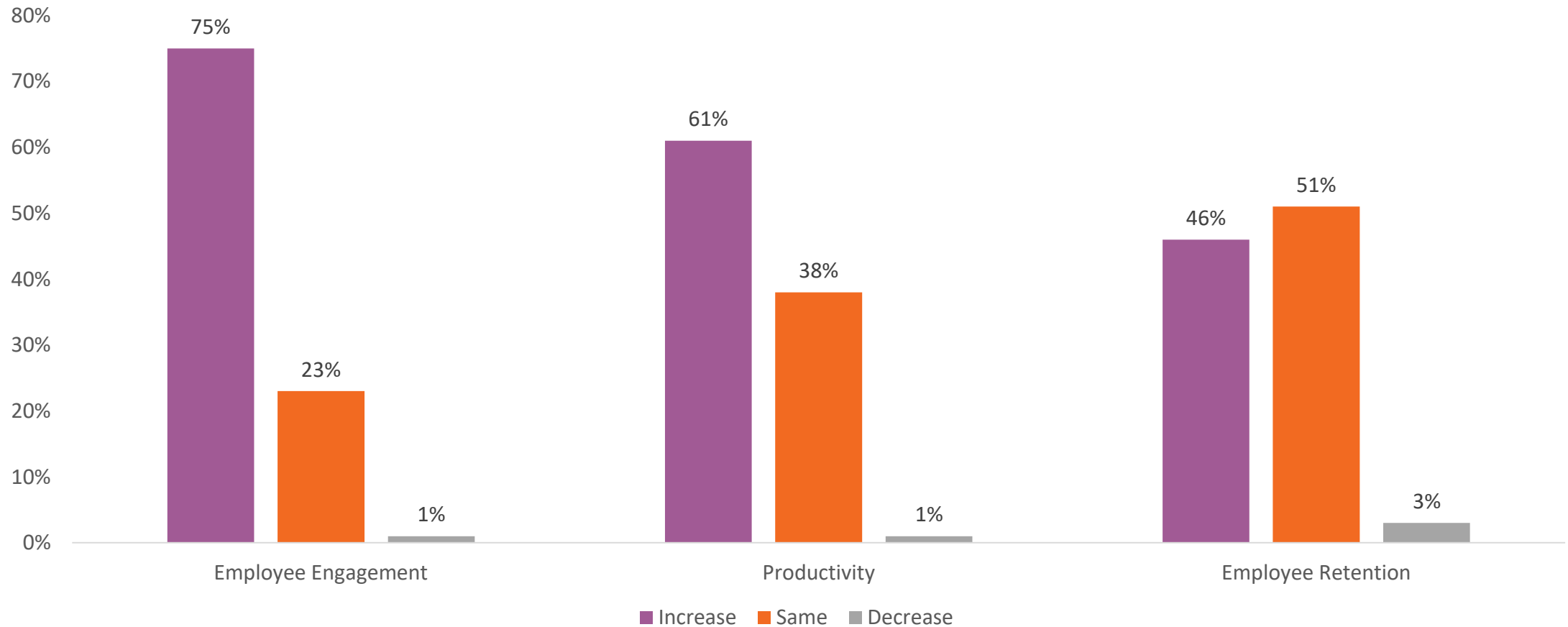
Source: 2018 Brandon Hall Group Engagement Survey

# Performance Behaviors Consistently Recognized



Source: Brandon Hall Group 2016 Employee Engagement Survey

# Recognition and Rewards Technology Solution Positively Impacts Business Metrics\*



Source: Brandon Hall Group 2017 Rewards and Recognition Survey.  
\*Since implementation of solution.

## To Have an Engaged Workforce Organizations Need To:

- Consider what is relevant to all employees when developing engagement activities and strategies.
- Make concerted efforts to reach out and connect with remote workers.
- Prioritize employee engagement and apply it to employee performance.
- Take ownership of the employee experience.
- Recognize employees in a strategic manner.
- Recognition and reward technology solutions positively impacts organizational performance.

# How Strategic Recognition Increases Engagement



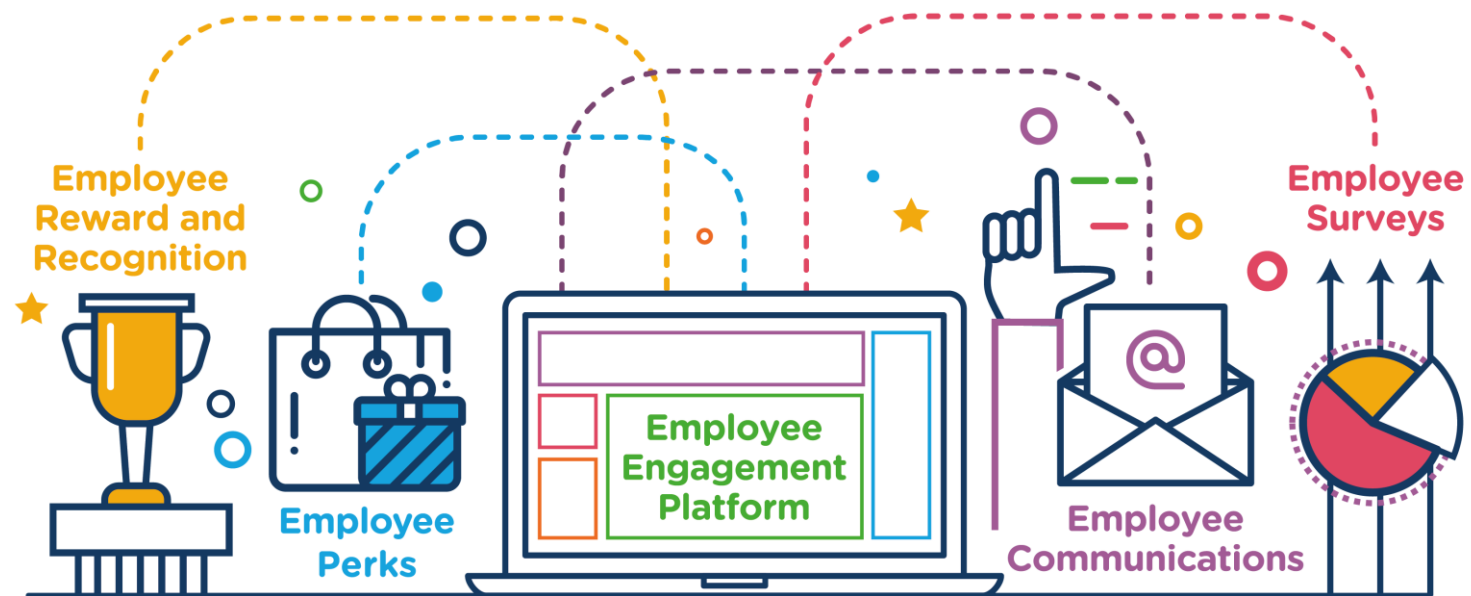
# Exclusive Content from Crave! You Can Enhance Employee Motivation in 10 Minutes by Friday







**Reward Gateway**  
the employee engagement people



**One unified hub for engagement success**

**Thank You! For more information:**

**visit: [rg.co/thankyou](https://rg.co/thankyou)**

**email: [engage-us@rewardgateway.com](mailto:engage-us@rewardgateway.com)**



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# We Do This Through...

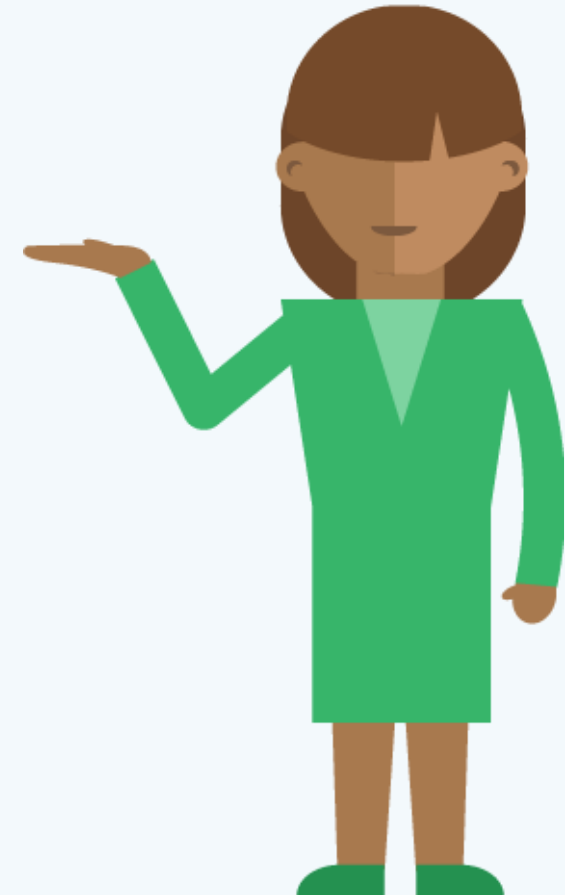
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**Success Stories** from Global Organizations that Show those Standards in Action

**Professional Development** that Assesses Current State and Enables Innovation

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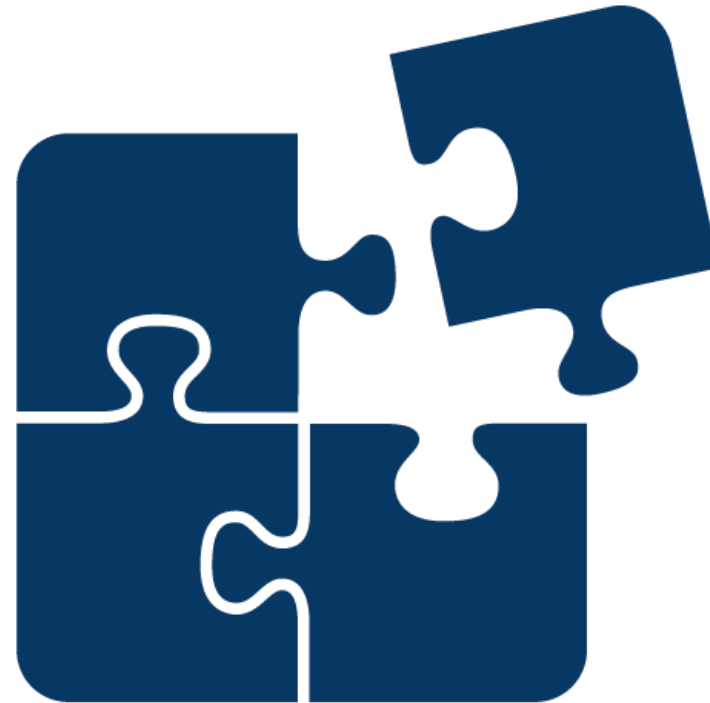
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- Organization & Governance

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2

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3

**Our solutions gets better results** – research-driven, focused on the business, simple, targeted, flexible approach.

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4

**Our case studies are unique** for their diversity and focus on business results.

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5

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*Brandon Hall Group's Excellence Awards allows you to take a deeper dive and evaluate the programs that you've created at a level that you might not have the opportunity to do... They have always been a cornerstone for me.*

- Katrina Williams, Director, Sales Capability  
CDW

[https://youtu.be/OgdA\\_tpM55U](https://youtu.be/OgdA_tpM55U)

# What Our Clients Have to Say

*I describe the attention and that customer service that I've experienced as being excellent. They are very attentive and wherever I need to be connected to whomever, they are there to help me.*

- Joanne Veech, Global Talent Leader  
PwC

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