



INFORM

THE PRINCIPLES

leadership and management

well-being

ENGAGE

CSR

learning and development

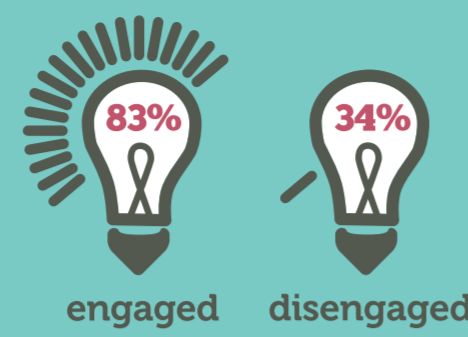
HR

75%
of IC professionals say IC is now seen as a key driver of employee engagement by senior leaders.¹

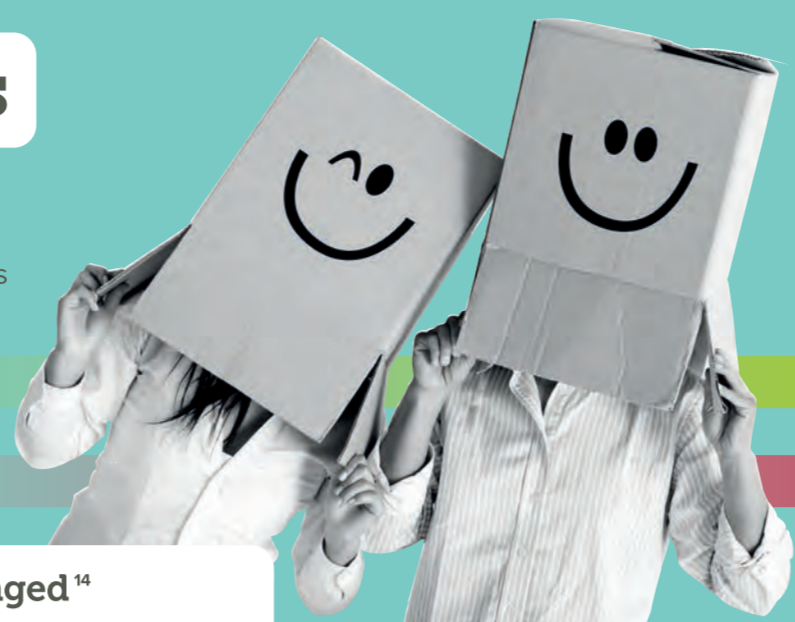


Across the UK, 29% of employees are fully engaged, 45% are only partially engaged, and 26% are disengaged.²
If this were your IT system, it would mean that:
29% of computers work properly
45% are unreliable
26% fall to work at all

ideas & suggestions



83% of engaged employees feel their ideas and suggestions matter.
Only 34% of disengaged employees say the same.²

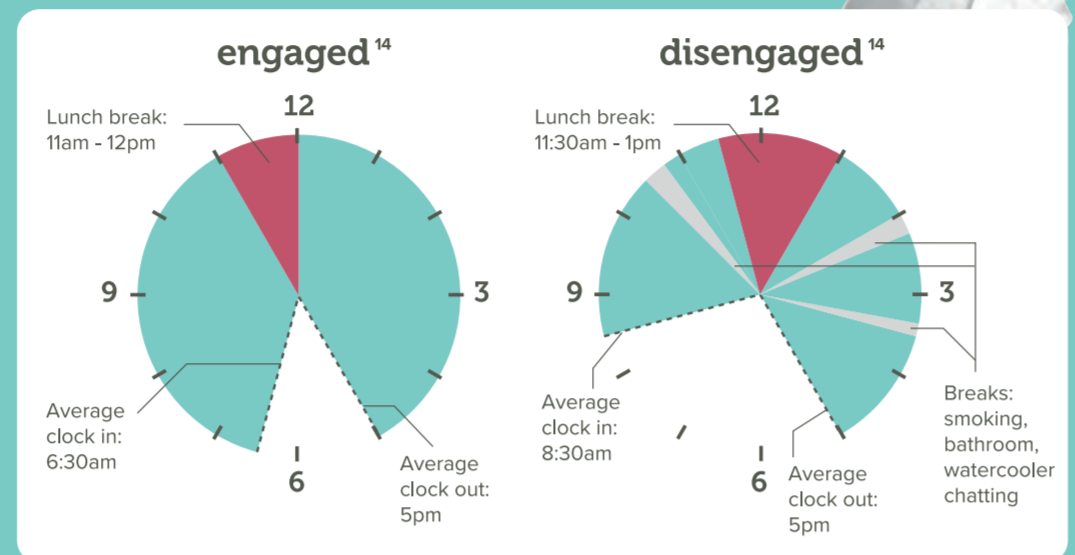


HAPPY PRODUCTIVE PEOPLE

HAPPY EMPLOYEES ARE **12% MORE PRODUCTIVE**.
UNHAPPY EMPLOYEES ARE **10% LESS PRODUCTIVE**.¹³

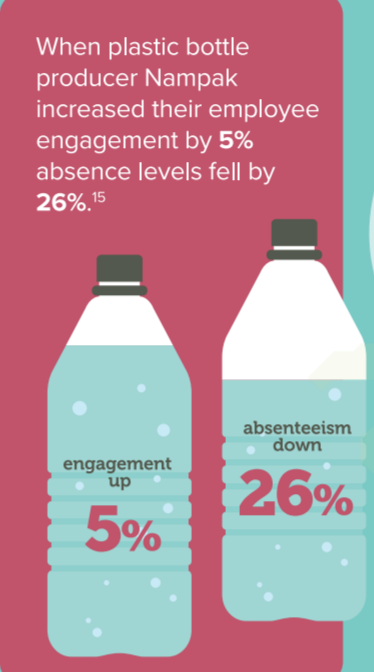


Gallup data from **23,910** business units demonstrates that those units with engagement scores in the top quartile average **18%** higher productivity than those in the bottom quartile.¹⁷



40% Employees are 40% more likely to make discretionary effort when their employee experience is positive.³

7: average sick days of engaged employees;
14: average sick days of disengaged employees.⁴



When plastic bottle producer Nampak increased their employee engagement by 5% absence levels fell by 26%.¹⁵

Just **24%** of global employees are highly engaged.⁵

EMPLOYEES WHO ARE ENCOURAGED TO SHARE WORK-RELATED CONTENT FEEL MORE CONNECTED WITH AND ENTHUSIASTIC ABOUT THEIR COMPANY.⁶

create satisfaction



Research by Marks and Spencer shows that, over a four-year period, stores with improving engagement had on average delivered **£62 million** more sales annually to the business than stores with declining engagement.¹⁹

A **5% INCREASE** IN EMPLOYEE ENGAGEMENT IS LINKED TO A **3% INCREASE** IN REVENUE GROWTH IN THE SUBSEQUENT YEAR.²¹



£340 billion

A **45%** increase in employee productivity could be worth up to **£340bn** in added output per year to the UK service sector.²²



Companies with an average of **9.3** engaged employees for every actively disengaged employee in 2010-2011 experienced **147%** higher EPS compared with their competition in 2011-2012.²³

LOOKING AT THE BIGGER PICTURE

INTERNAL COMMS & EMPLOYEE ENGAGEMENT

WHY IT MATTERS...



The top engagement opportunities globally are:

REWARDS & RECOGNITION, EMPLOYEE VALUE PROPOSITION (EVP), SENIOR LEADERSHIP, CAREER OPPORTUNITIES, ENABLING INFRASTRUCTURE.⁷

SENIOR LEADERS ARE KEY

21% Only of IC professionals believe that employees have a good understanding of why senior leaders make the decisions they do.⁸



Organisations with low engagement average **62%** more workplace accidents than those with high engagement.¹⁰

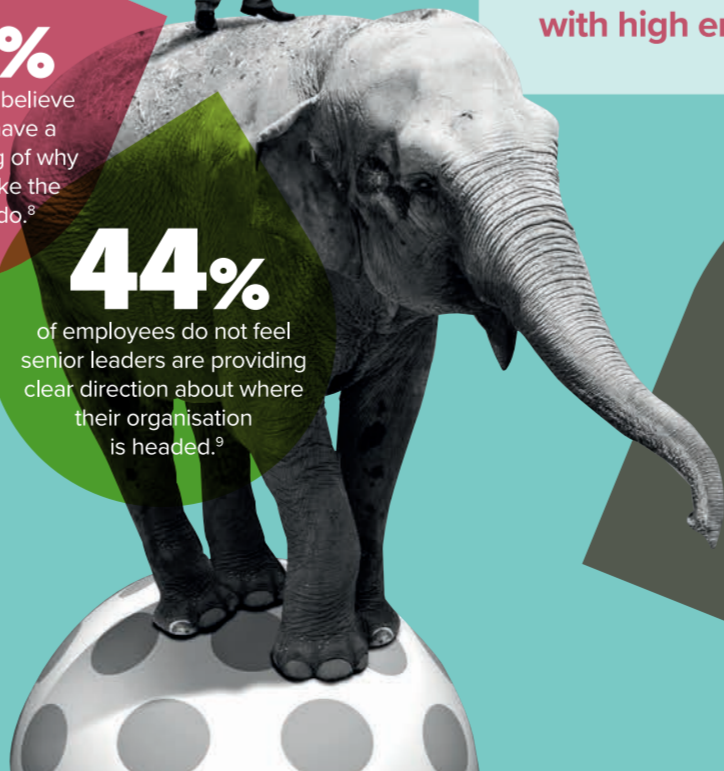


10% customer ratings

21% productivity

22% profitability

44% of employees do not feel senior leaders are providing clear direction about where their organisation is headed.⁹



73% of employees who show senior managers who support through involvement in and commitment to wellbeing initiatives said their organisation helps them develop a healthy lifestyle.¹¹

LEADING FROM THE FRONT

The culture of an organisation is significantly influenced by the CEO and their top management team. It is they who must determine and communicate a compelling vision [...], provide supportive and inspiring leadership; and [...] encourage a strong sense of organisational pride and identity.

Michael West et al, 'Working Together'.¹⁶

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HOW TO GET THE BEST FROM YOUR FIELD GUIDE

This H&H IC Field Guide is packed with information and references to help you explain how IC makes a difference to the bottom line.

