

The Engaged Workforce as a Differentiator

There is now an empirical assessment that confirms what many have known intuitively; highly engaged employees deliver excellence in a way that non-engaged employees do not.

In “The Road to an Engaged Workforce” published by the Forum for People Performance Management and Measurement, and overseen by Dr. James Oakley, Assistant Professor at the Kannert School of Management at Purdue University, demonstrates that engaged employees lead to higher financial returns.

This study of 100 companies found that those with highly engaged employees demonstrate that highly engaged employees demonstrate higher profitability. Higher engagement leads to higher customer satisfaction, which boosts customer loyalty and retention, which in turn, boosts revenues and profits.

In the “Strategic Guidelines to Manage Motivation Programs” study, respondents were asked to identify all the activities the organization uses for motivation. The number one choice was “Recognition Programs.” 83.8% per cent of the respondents used them as a key activity or process.