

Empowered Employees are Efficient Employees



An empowered employee is an engaged employee who is ultimately an efficient employee. Motivating people and recognizing their contributions can help lead to a company's success. Sounds easy, but many U.S. workers say they are not inspired at work. So, what can you do?



70% of U.S. workers describe themselves as **"not engaged"** or **"actively disengaged"** from their workplaces.

Help Them, Help Themselves



Involve in decision-making



Recognize contributions



Focus on strengths



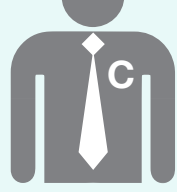
Be transparent



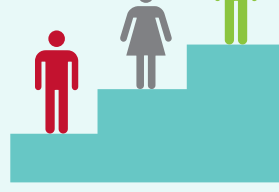
Provide constructive feedback



Allow suggestions, complaints and ideas



Be a good role model



Encourage training and advancement



Provide challenges

Represent

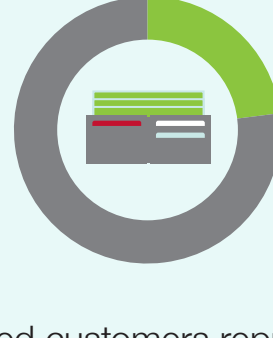
Managers know the brand but does that trickle down to employees?



60% of executives know the company brand and message, but only **37% of non-executives and non-managers** do.



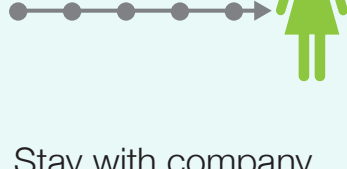
Customer Buy-In



Engaged customers represent a **23% premium*** over the average customer.

**Share of wallet (amount of customer's total spending that a business captures), profitability, revenue and relationship growth.*

Engaged Employees Go Further



Stay with company



Compensated and advance

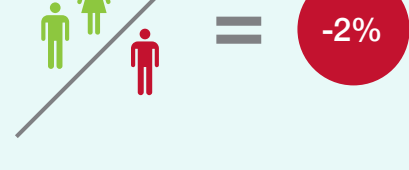


Attract new employees

And Good for the Bottom Line



Organizations with an average of 9.3 engaged employees for every actively disengaged employee experienced **147% higher earnings** per share compared to competitors.



Those with 2.6 engaged employees for every disengaged employee experienced **2% lower earnings** per share.



Actively disengaged employees cost the U.S. between **\$450 billion** and **\$550 billion** each year in lost productivity.

But Wait, There's More

ENGAGED EMPLOYEES...



Drive innovation, growth and revenue



Build new products and services



Generate new ideas

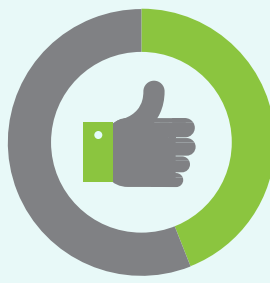


Create new customers



Spur the economy to create more good jobs

They Get Satisfaction

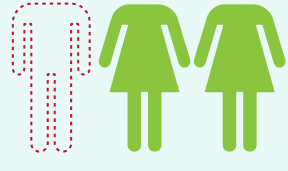


A **44% higher well-being** among engaged employees with a lot of flextime compared to disengaged employees with no flextime.

Disengaged Employees are Bad for Business



Negatively influence coworkers



Miss work



Drive customers away



Steal

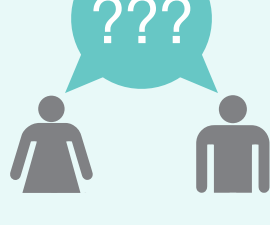
One Company's Take



Google — which receives more than 2.5 million applicants a year — employs the following:



Google Cafes

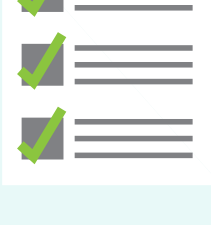


TGIF Weekly Meetings. "Googlers ask questions directly to executives".



Intranet includes product roadmaps, launch plans and weekly status reports and goals.

SUBMIT



GUTS (Google Universal Ticketing System) is a way to file issues about anything.

Surveys employees about managers; recognizes the best and coaches the worst.



20% time: Googlers spend one full day a week working on any project they feel would benefit the company.

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SOURCES:

www.gallup.com/strategicconsulting/163007/state-american-workplace.aspx
www.dalecarnegie.com/employee-engagement/engaged-employees-infographic
www.google.com/about/company/facts/culture