

# JASMINE GARTNER CONSULTING

Pragmatic Communication for Change

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## Employee Engagement *What's the Business Case?*

### Why Your Company Needs to Address it

#### What is employee engagement?

Employee engagement is a two-way dialogue between employees and management. It is a positive feedback loop, where: managers clearly explain the organisation's strategic narrative, so staff understand what is needed from them and why; and employees share their informed views, concerns and fears, as well as possible solutions to the issues the company faces.

#### Problems caused by *disengagement*

- **Disengaged staff** cost the UK economy approximately £52 to £70 billion per annum (Gallup 2013)
- **Sickness** (including bullying, harassment, burnout, stress, low morale, and disengagement, among other things) costs the UK economy approximately £29 billion per annum (PwC 2013)
- **Less than a third** (30%) of UK employees have complete trust in their manager (Investors in People 2007)

#### Engagement done right improves business as usual

- **Organisations who engage their staff are more productive.** In fact, those in the top quartile of employee engagement are 18% more productive than those in the bottom quartile
- **There's less turnover** within an engaged workforce and more discretionary effort
- **Improved Customer Service:** Engaged employees are brand ambassadors and they engage positively with customers.
- **Health and Safety improves:** Organisations in the bottom quartile of engaged staff have **62% more accidents** than those in the top quartile, on average.