



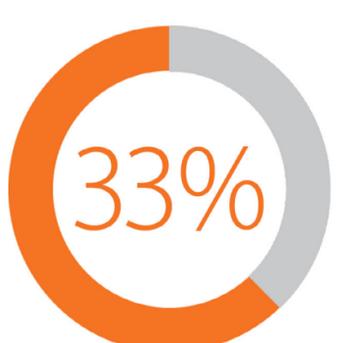
## Employee Engagement: What You Need to Know Now

Gallup released their annual report<sup>1</sup> on employee engagement and the news is not great.



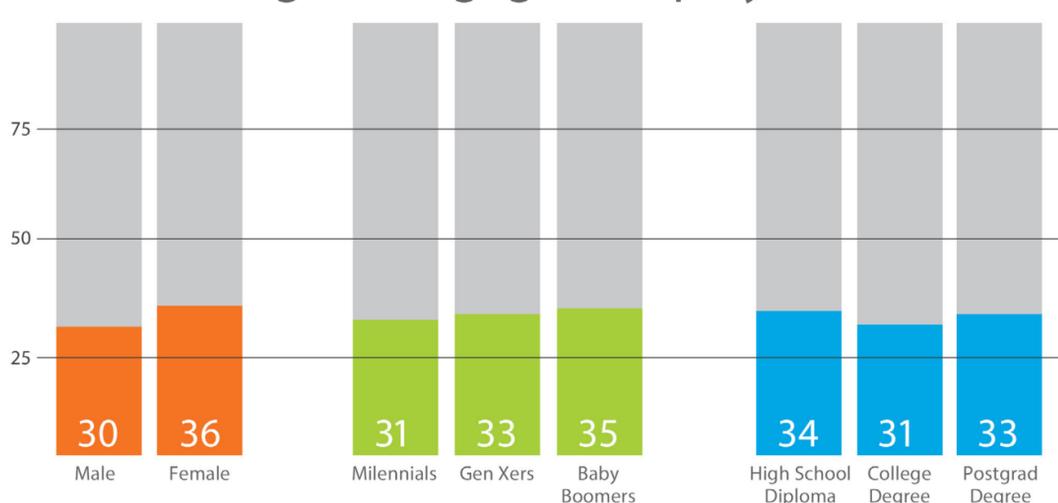
### Employees are Unengaged

To be “engaged” means you are “involved in, enthusiastic about and committed to your work and workplace.”



Based on extensive and continuous surveys of nearly 200,000 workers across America, Gallup found that in 2016, only 33% of American employees were “engaged” with their work.

### Percentage of Engaged Employees in 2016



## That’s kind of depressing. Why does it matter?



#### INCREASE TURNOVER

Nobody benefits from high turnover, but unengaged employees definitely contribute to it. An unengaged employee is one who’s always looking for the next gig. Job hoppers, especially ones that leave relatively quickly, can really do a number to your bottom line.

#### IMPACT MORALE

Emotions are contagious. Happy, focused, can-do employees naturally feed off each other’s energy. The same is true for unhappy, unengaged employees. That’s why if your organization has an engagement problem, ignoring it only makes it worse.



#### DAMAGE EMPLOYMENT BRANDS

As lack of engagement spreads, teams suffer, and eventually your entire organization feels the drag. In today’s hyper-connected world, word gets out. This is the vicious cycle: a discontent employee infects others and before long, it becomes harder to attract top talent.

#### COST MORE

No surprise, unengaged employees cost more. However, there’s an even more alarming issue at play here. According to Gallup, 18% of the workforce are actively disengaged. These are the folks who produce subpar work and take up way more than their fair share of managerial and HR resources.



## Ok, you’ve got my attention. Now what?

Learn best practices to engage a growing, multi-generational workforce.