



## Going the Extra Mile

Do your employees feel a connection in the workplace? If recent findings are any indication of how people feel about their employers, the answer is probably no. According to Gallup's State of the Global Workplace report, only 13% of employees worldwide [30% in the U.S.] feel emotionally invested at work. This is an extremely worrisome trend, especially for senior executives trying to sustain a certain level of productivity and profitability in order to meet the demands of its stakeholders.

However, there is good news on the horizon. Towers Perrin research reports companies that have engaged employees report a 6% higher net profit margin. In addition, Kenexa research concludes that engaged companies have shareholder returns that are five times higher over the course of five years. But, without the right guidance and expertise, attempts to change the existing mindset to one that is fully engaged are often futile.

### **Making a great impression**

"Engaged" employees, those with a greater sense of pride and feeling of appreciation in the workplace, are much more likely to go the extra mile. This type of behavior embodies the spirit of empowerment and will, in turn, leave a lasting impression on the minds of customers. It will also influence their decision to choose the same company in the future when additional products and services are needed. Given the amount of competition in today's market, organizations that do not emphasize the relationship between employee engagement and community relations run the risk of long-term operational deficiencies that could lead to a mass exodus of customers.

### **How are you measuring employee engagement?**

Our experience tells us that low levels of employee engagement and wasteful practices go hand in hand. It also tells us that companies typically underestimate how difficult it is to engage every level of the workforce. Once executives begin such an initiative, they often realize they do not have the bandwidth necessary to engage every employee.

**For more information call Alexander Proudfoot at 404 260 0600 or visit [www.alexanderproudfoot.com](http://www.alexanderproudfoot.com)**