

Employee engagement energised

An innovative way to motivate, inspire and connect with your employees

A vibrant, low-angle photograph of a crowd of people at what appears to be a festival or celebration. Many people have their arms raised in the air, some with hands open, others holding small objects. The air is filled with a thick cloud of colorful powder, primarily in shades of pink, purple, and yellow, creating a festive and energetic atmosphere. The background is a bright, hazy sky.

Aspire
Punter Southall

Hello. How are you?

It's nice when someone asks how you are.
It makes you feel better because they're taking
an interest in your wellbeing.

While it seems like a simple thing to do, many
organisations don't ask employees how
they're feeling, don't listen to them or don't take
communicating with them seriously. The results
of this can be costly. Not only can it mean losing
key people and customers to competitors, but
it can also stifle innovation and agility, directly
impacting productivity and profits.



**"Employee engagement is a
valuable investment for any
business of any size. It provides
a simple, structured path and
framework to improving company
culture, beating competitors and
growing profit."**

Steve Butler
Chief Executive,
PS Aspire

A huge untapped opportunity

Only 1 in 3

UK workers feel engaged

Source: Engage for Success
"Nailing the evidence"
Report 2012



Change. It's something we all face

A rapidly changing political and economic landscape, combined with new technologies, market disruptors and shifting demographics, means many organisations are dealing with change.

The way we work, the places we work in and the work we do are also shifting.

That means employers need to change the way they engage with their employees. And in today's market, successfully engaging with your people can be pivotal in creating and maintaining a competitive business.



The cost of disengagement

Poorly motivated employees could be costing the UK's service sector

£340bn

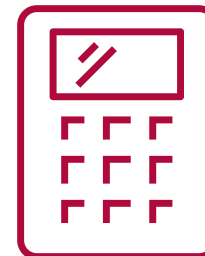
each year in lost productivity.

Hay Group's "What's My Motivation?" report

Reaching out to your people, getting their feedback and then analysing and acting on it can be a lengthy process to go through. It takes commitment, time and money. However, not engaging with employees can lead them to disconnect, causing a widespread negative impact across the organisation.

A typical disconnected employee

- Requires more time to manage
- Takes more sick days
- Is more likely to leave
- Creates tension amongst other staff
- Takes less interest in their job
- Produces lower-quality products and services.



What is engagement?

At its most simple, employee engagement is a way for organisations to connect with their people.

At a deeper level, it's about regularly listening to them, understanding them emotionally and building positive relationships that can benefit everyone.

For organisations that do it well, engagement enables them to champion a culture of trust and integrity by gathering valuable insights.

Employees feel happier in their roles and become more enthusiastic and productive.

For the management team, good engagement can provide a regular stream of valuable data to inform and empower decision-making.

The results are an organisation in harmony.

85%

Of over 7,000 global business and HR leaders rank engagement as a top priority

Source: Deloitte Global Human Capital Trends Report 2016

Inspire your people

Engaged people are empowered. And when they're empowered they feel inspired. That's because they understand that they're not seen as a "role", but as a person.

When everyone has a voice, and when everyone is listened to equally, it can have widespread benefits across the organisation. "Office politics" will reduce as people recognise they're working in a fair environment. Barriers between different departments can be broken down as understanding and respect grow. Collaboration can blossom and efficiencies begin to emerge.

Highly engaged organisations have the potential to reduce staff turnover by

87%

Source: Corporate Leadership Council 2004



Increase employee retention

People often leave organisations for one reason: they feel undervalued.

Being valued isn't just about meeting financial needs. It's also about meeting emotional needs, which help staff feel appreciated, respected and supported. This starts with opening a dialogue with them and acting on their feedback to help them understand their importance. The benefit is that as retention rises, so do cost and time savings - you don't need to advertise, select, interview and appoint new team members.

Attract leading talent

There's one thing that any prospective employee will have in mind when considering your organisation: what's it like to work there?

It's a good question. Being part of an energised team that's committed to delivering your goals could be a defining differentiator against your competitors when it comes to attracting great staff. What's more, talented employees expect to be listened to and want to share what they're thinking and how they're feeling because they want to make a difference.

Improve productivity

Your people hopefully know "what" they do.

Where many may struggle is "why" they're doing it at all. However, unlocking the potential of your people means helping them understand the part they play.

Boost customer retention

All good organisations listen to their customers. But great organisations listen to their staff too, giving them a positive brand experience that can be passed on to the customer.



Raise profitability

Regularly undertaking engagement exercises with your people, such as surveys, helps you build a valuable bank of data.

This means you can spot long-term trends and changes across the organisation and build an understanding of how different teams and employees are feeling.

More importantly, regular engagement helps you gather insight and can create a more agile, versatile and profitable organisation as you discover new and better ways of doing things.

Engaged organisations achieve

26%

greater year-over-year increase in annual company revenue, compared those who do not have engagement programs.

Source: Aberdeen Group, October 2015

Welcome to Engagement Multiplier

Engagement Multiplier is a simple way to connect with your people and boost business performance.

Its online system takes care of the whole engagement process for you, allowing you to spend time where you need it: building a better and more engaged organisation.

If you can measure it you can improve it.

Every 90 days, your employees are sent an anonymous survey to complete with simple questions about your company.

You'll then get a customised Engagement Report based on the survey results. This provides you with an overview of engagement levels across your organisation.

You can then access insights showing where your organisation is best engaged and, more importantly, where you should be focusing your attention.

Included within the Engagement Report is professional guidance and advice to help you react to the feedback. It's designed to help you set goals and take actions to increase engagement across your organisation.

4 simple steps to engagement



- 1. Survey**
The process starts with automated employee emails, which invite them to complete a short 5 to 10 minute anonymous survey.



- 2. Results**
When the surveys have been completed, you'll have access to a fully interactive dashboard. It provides comprehensive information about the survey - from a "big picture" overview through to detailed responses.



- 3. Actions**
An action plan will be generated from the survey results, highlighting the next steps you could take to improve key engagement indicators.



- 4. Engage**
When actions are completed, or underway, you can share the results with the wider organisation, responding to questions and queries, and deepening engagement.



94%

of the world's most admired companies believe that their efforts to engage their employees have created a competitive advantage.

Source: Hay Group, 2010

Case study



The problem

Based on employee feedback, an insurance company was unsure if all its staff were fully engaged with the company strategy and vision.

They were aware that disengaged employees are harder to manage, take more sick days and can adversely affect a company's performance, and were keen to avoid these outcomes.



The issues

Although the company was committed to making its employees feel valued and happy at work, they wanted to clarify whether everyone was fully engaged and helping to drive the company forward. They wanted to achieve a clear and honest view of their employees' feelings to inform what improvements might be needed. They decided to use the Engagement Multiplier programme to help them do this.



The solution

All employees were surveyed across a range of specific questions. The results provided suggested actions that included:

- Placing motivational signs around the office.
- Holding employee's contests to encourage and reward.
- Involving all team members in brainstorming and idea generation.



How it helped

The company's score improved from a baseline of 73.5% (already a 'successful' level) to 80.1% after their first 90 days and to 88.3% after just seven months (an 'Engaged' company level).

Customer retention has also increased to an outstanding 98%.

Who we are

We are Punter Southall Aspire. And we're part of the Punter Southall Group, which is proudly independent and entirely employee-owned.

We're a major new workplace pensions and savings business that brings together governance, investment and communications expertise within a technology led business.

Through our regional UK offices, we work with over 800 employers, designing and managing solutions that meet their unique needs.

About the Punter Southall Group

The Punter Southall Group was founded in 1988 by Jonathan Punter and Stuart Southall.

Across the Group, and its associated companies, we provide actuarial advice, pensions consultancy, administration, risk and investment services for pension scheme trustees, employers, private clients, Lloyd's insurers and institutions.



1,200

pension schemes and sponsoring employers receive our advice.

£10bn

of assets under advice.

460,000

scheme members.

1000

staff across the UK.

How we help

We bring together different skills and experience, tailoring them to the needs of you, your scheme and your employees.



Investment

Our investment research division analyses and rates over 18,000 DC investment funds. The insight we have enables us to support your investment objectives.

We don't just help you choose your investments, we also continuously monitor them to ensure they're on track to deliver.



Employee communications

Our online platform educates and inspires employees across a range of financial topics. It helps them understand the importance of saving for their long-term future.

And, using a combination of technology, social media, magazines, brochures and face-to-face training, we can work with you to develop a tailored communication strategy.



Governance

Establishing and governing the ideal workplace pensions and savings for your employees can be complex and time consuming.

That's where we come in.

Our award-winning and innovative services will help you confidently navigate an increasingly regulated environment.



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