

CoE Webcast Series



The Role Employee
Engagement Plays in
Scaling Your Company

Host



Alex Symos

VP, Sales & Marketing Centers of Excellence



Guest Speaker



Santiago Jaramillo

CEO & Co-Founder





Building a Winning Employee Engagement Strategy in High Growth Environments

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Santiago Jaramillo | CEO & Founder, Emplify



Adaptability is King
in Times of Change



1999

- Don't get into strangers cars
- Don't meet people from the internet



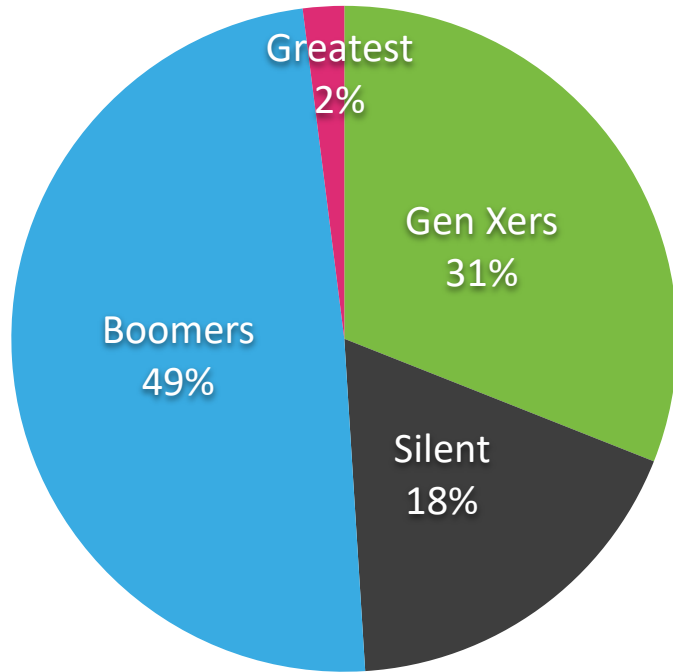
Today

- Literally summon strangers from the internet and get into their car.

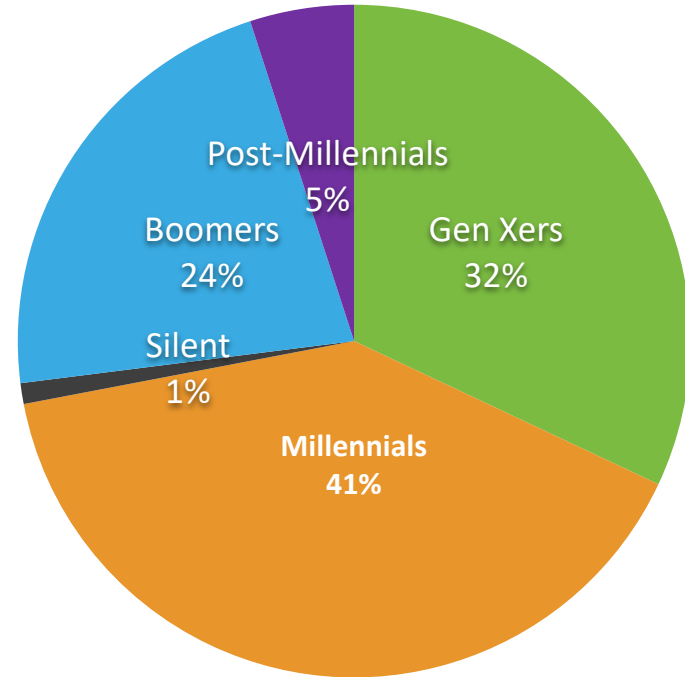


Multi-Generational Workforce

1999



2019





Avg. Job Tenure By Generation



Baby Boomers



Generation X



Millennials

Years



2

Why Does Turnover Matter?



Cost

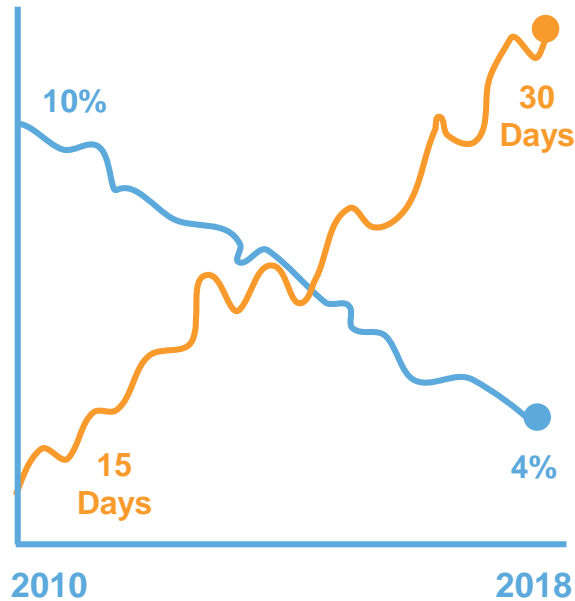
“For the average employee, it costs upwards of 150% of their annual salary to replace them.”

-Zen Workplace



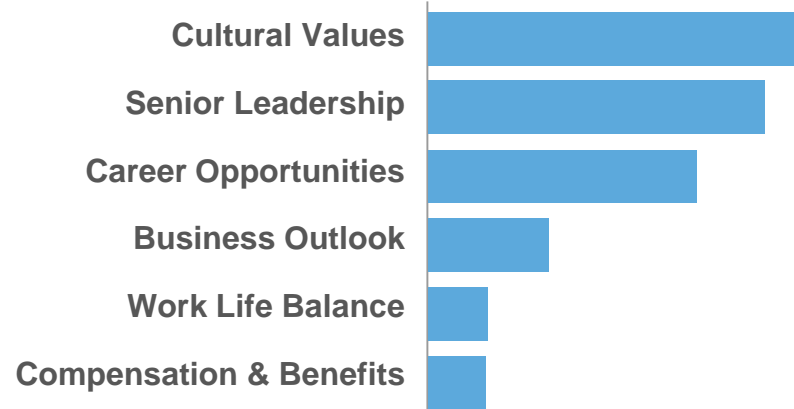
Employees Have Options & Expectations

US Mean Job Vacancy Duration
US Unemployment Rate Drop



Source: US Bureau of labor Statistics DHI-DFH

Workforce Factors that
Matter Most to Employees



Source Glassdoor Economic Research (glassdoor.com/research)



Adaptability is King
in Times of Change



Employees Will Stay **IF** They Are Engaged

”

“Highly engaged employees are **87%**
less likely to leave their companies
than their disengaged counterparts.”

- Corporate Leadership Council

30% of employees
are engaged

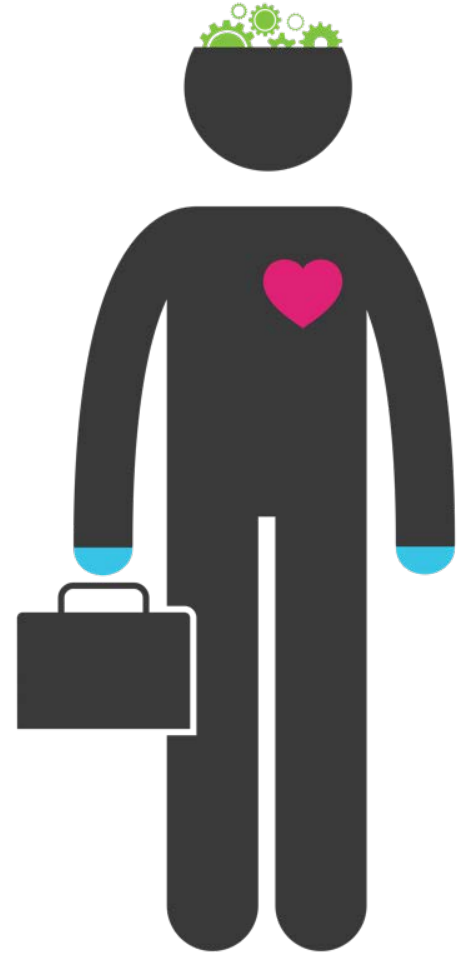


30%

*Emplify Insights Data Index

What is Employee Engagement?

An employee's intellectual (head) and emotional (heart) connection with an employer, demonstrated by motivation and commitment (hands) to positively impact the company vision and goals.





Satisfaction
good

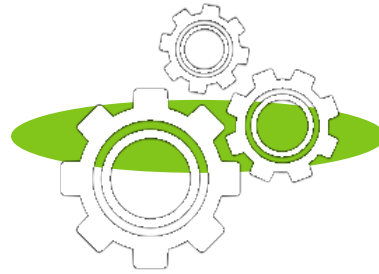
Am I comfortable and am
I going to stay?

I work only enough to meet
basic expectations

Engagement
great

How can I drive the
business forward?

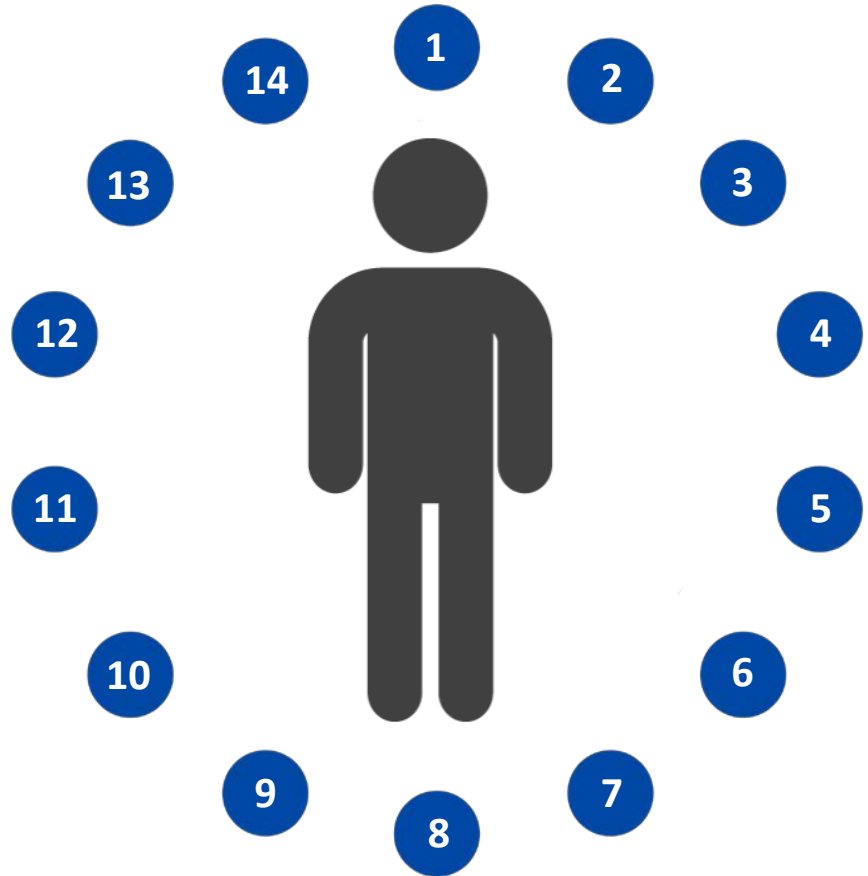
My heart and mind are in
it and I give 115%
everyday.



Engaged staff is 44% more
productive than satisfied staff.

- Gallup/Bain & Co

What Drives Employee Engagement?





Engagement Drivers



Purpose



Role Clarity



Utilization



Autonomy



Shared
Values



Friendship



Trust



Authenticity



Fairness



Feedback



Manager



PTO



Competency



Prof. Dev.

Why isn't it working?

”

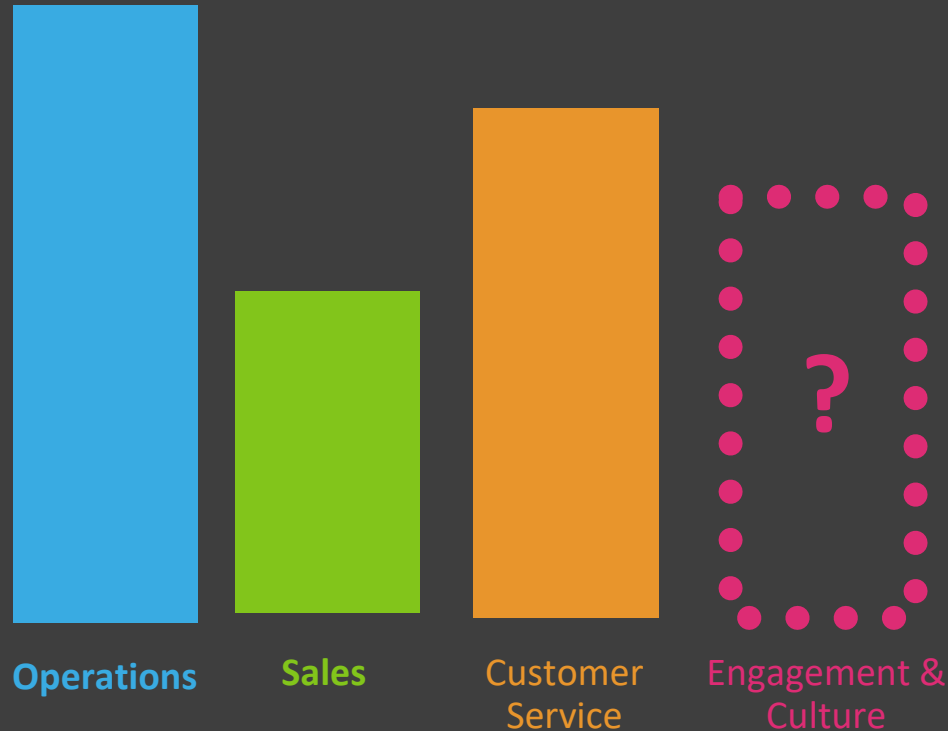
“The essence of strategy is that you must
set limits on what you're trying to
accomplish.”

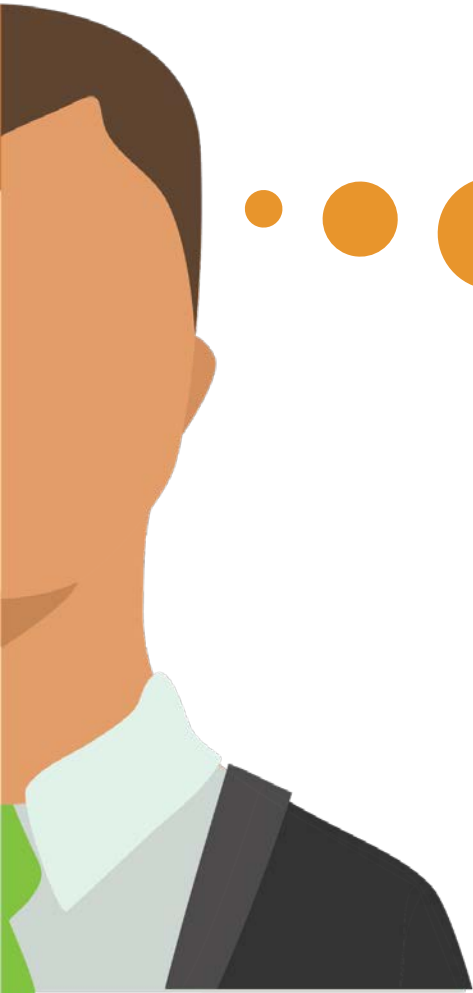
Michael Porter



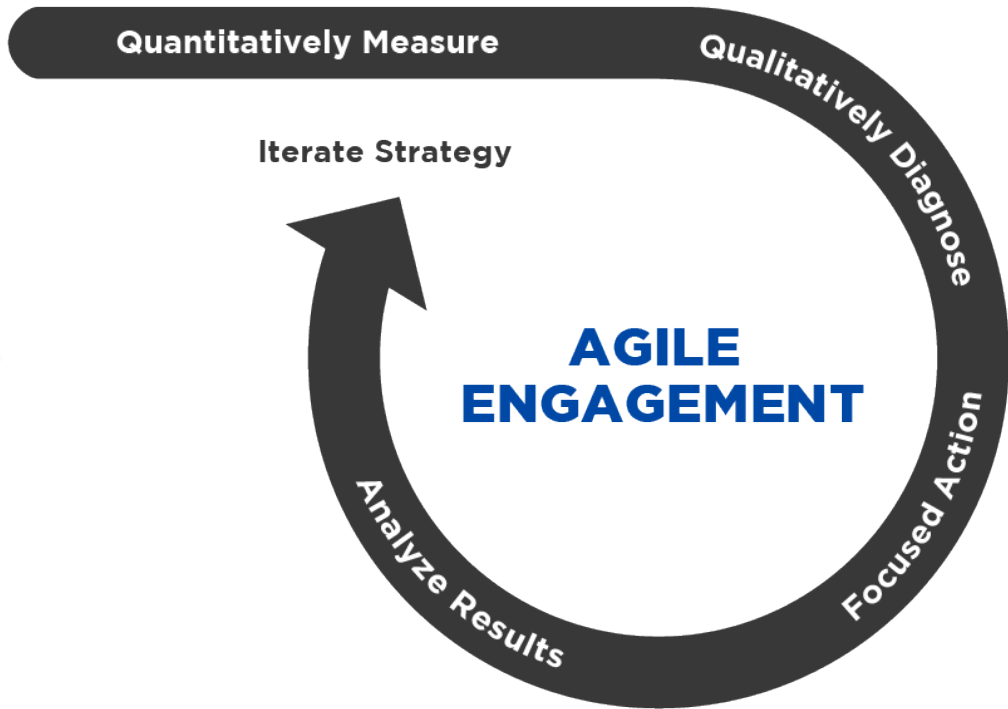
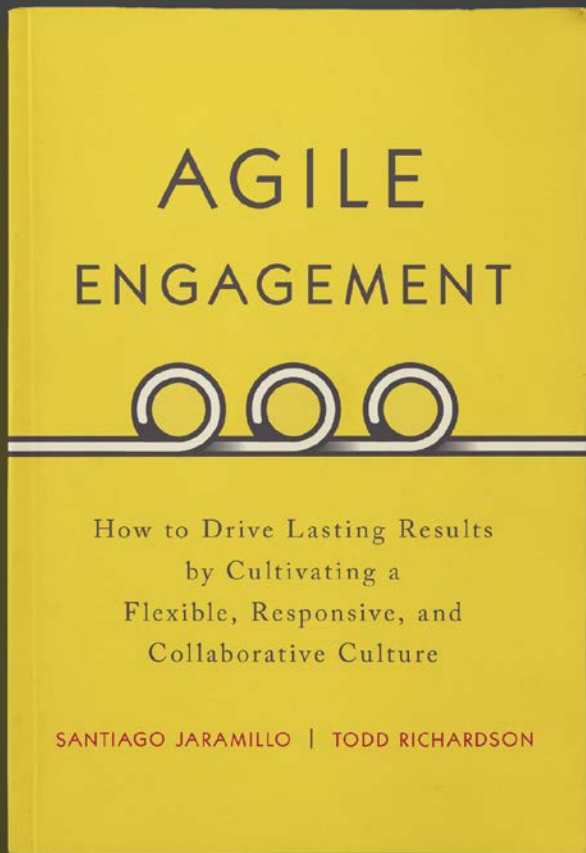
“What gets measured gets managed.”

- Peter Drucker





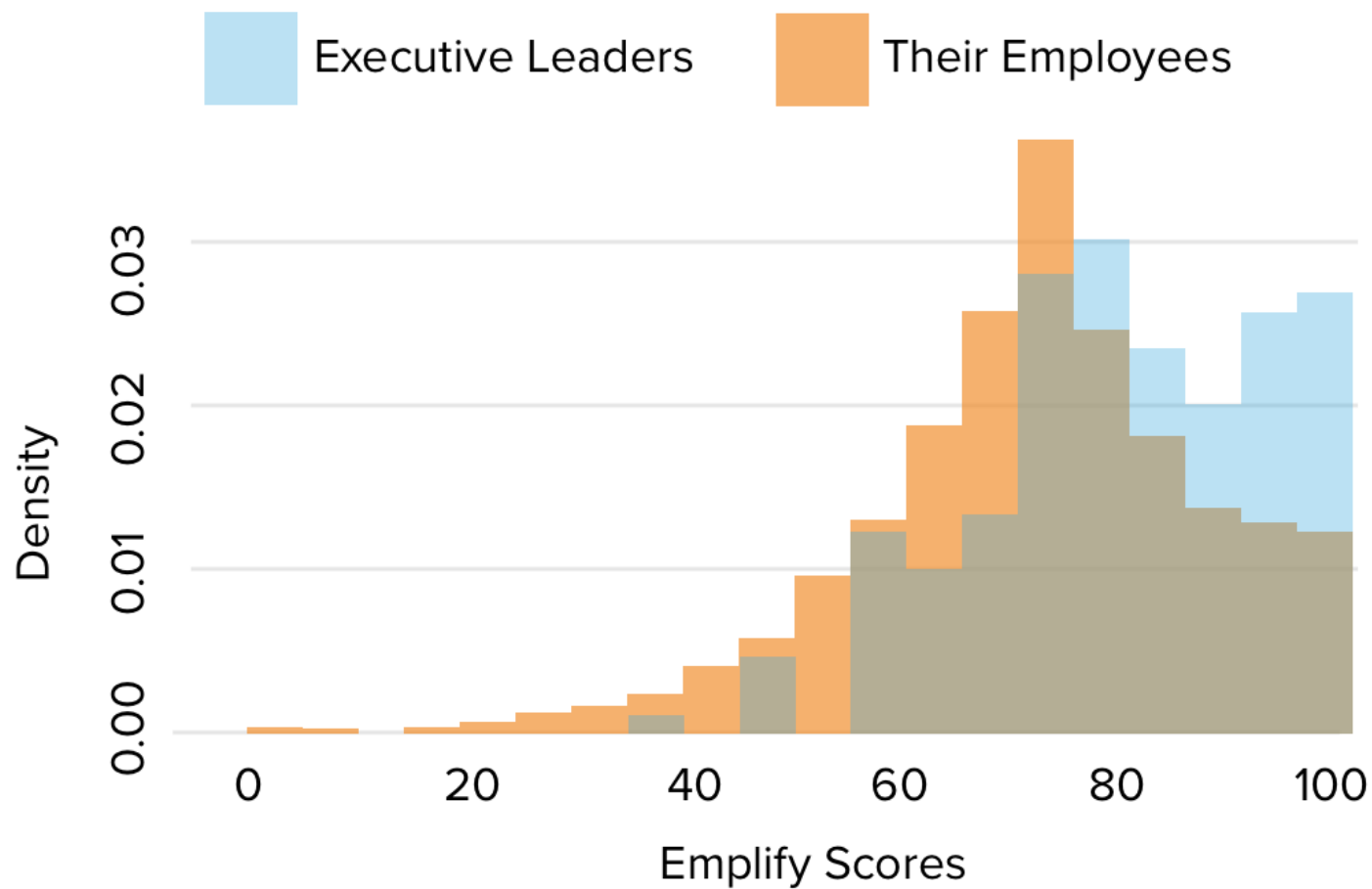
How do we decide on and measure
the impact of solving the **most
impactful, highest-ROI**
engagement problems?





**Quantitatively
MEASURE**

1. Surface engagement reality



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Quantitatively MEASURE

1. Surface engagement reality
2. Set baseline measurement score
3. Select a few areas to qualitatively diagnose

We Know
Gut Instincts
Can be Wrong



Measurement Best Practices



Data-Driven



**Measure the
Right Thing**



Confidential



Measurement Best Practices



Data-Driven



**Measure the
Right Thing**



Confidential



Segment



Frequency



Right Channel

Trend One

Use engagement data as a leading indicator



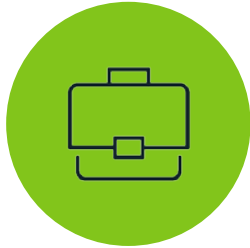
Competency



Capacity

Trend Two

Managers promoted too quickly



Manager



Feedback



Utilization

Trend Three

Lack of meaning and role clarity



Meaning




Role Clarity



Qualitatively DIAGNOSE

1. Seek input from those closest to the problem
2. Narrowly define the problem: what (driver), where (group) and why (root cause)



What are the top root causes of my organization's low engagement right now?





Focused ACTION

1. Use insights to create a focused action plan with clear ownership & accountability
2. Execute and communicate



Analyze RESULTS

1. Measure results progress
2. Celebrate and recognize progress
3. Iterate strategy based on lessons learned

Q&A

Upcoming CoE Webcasts



Finance Webcast: Risk & Compliance: Protecting Your Assets and Preparing for Exit

Thursday, May 23rd at 2:00 p.m.

Eileen Covey, *Director of Finance & Operations*



Erin Burns Walters, *National Practice Advisor*



THANK YOU

for joining us