

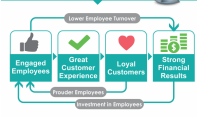
THE UNTAPPED VALUE OF EMPLOYEE ENGAGEMENT

ENGAGED EMPLOYEES ARE MORE VALUABLE

U.S. employees who say they are likely or very likely to do these things:



AND THEY FUEL A VIRTUOUS CYCLE



Better performing companies have more engaged employees



BUT MOST EMPLOYEES AREN'T VERY ENGAGED

Termin Group found that 80% of employees believe in the most significant indicators of employee commitment and productivity. The biggest gap to the Termin Employee Engagement Index (TEI) that explains the degree to which employees believe these statements:

1. I understand the overall mission of my company.
2. My company asks for my feedback and acts upon my input.
3. My company provides me with the training & the tools that I need to be successful.

More than 5,000 full-time U.S. employees completed the TEI assessment.

28% Only 28% are highly engaged.

Small companies have the most highly engaged employees



Executives are the most highly engaged



PROBLEM: TOO LITTLE FOCUS ON EMPLOYEE ENGAGEMENT



- They identified their top 5 obstacles to improving Employee Engagement:
1. Lack of clear employee engagement strategy
 2. Inconsistent buy-in among middle managers
 3. No clear owner leading the effort
 4. Limited budget to invest effort
 5. Senior executive team has not defined it as a priority

SOLUTION: MASTER THE 5'S OF EMPLOYEE ENGAGEMENT

- Inform:** Provide employees the information they need to understand what's expected.
- Inspire:** Connect employees to the company's vision/mission.
- Instruct:** Support employees with training, coaching and feedback.
- Involve:** Take action with employees to improve processes and solve problems.
- Incent:** Deploy appropriate systems to measure, reward and reinforce desired behavior.