

# talent engagement

## the facts

Quantified benefits identified in  
***Engaging for Success*** (2009)

by Macleod and Clarke:

# Talent Engagement leads to.....



**Better Financial Performance**



**Improved Customer Care**



**More Sales**



**More Innovation**



**Higher Profit**



**Lower Attrition Rates**



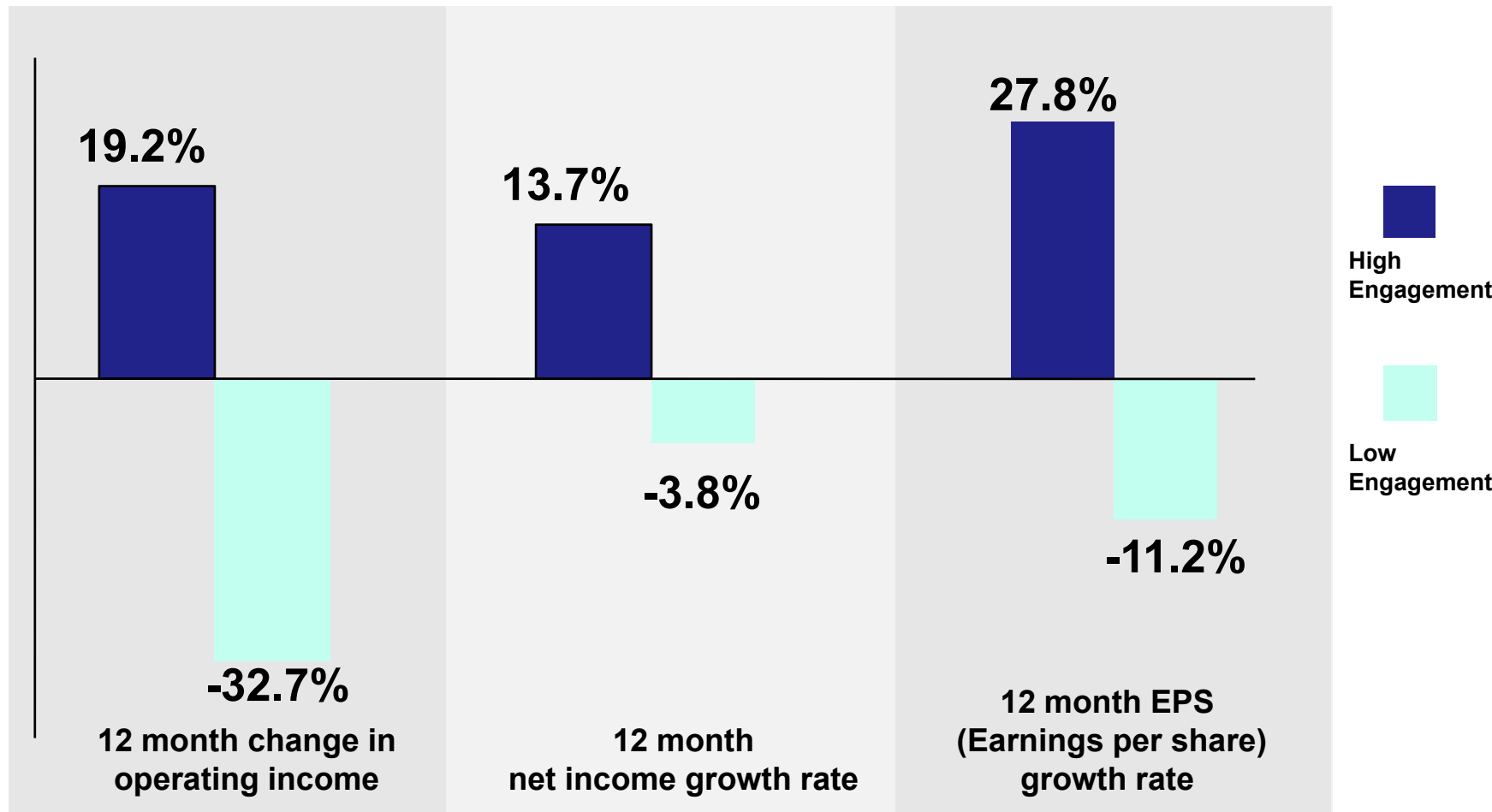
**Less Wastage**



**Less Sick Leave**

# Impact of Engagement on Financial Performance

Based on a 12 month global study involving 664,000 employees from 50 global companies across a range of industry sectors



# Better Customer Care / Relationships

Strong correlation between highly engaged staff and client satisfaction (PWC)

**70%** of engaged employees indicate they have a good understanding of customer needs.

**17%** of non engaged employees say the same.

**67%** of engaged employees advocate their organisations.

**3%** of the disengaged would advocate their organisations. (Gallup)

## More Sales

**14%**

higher on sales of banking products than those with low engagement scores. (Nationwide Building Society)

**34%**

higher on sales of general insurance.  
(Nationwide Building Society)

## More Innovation

**59%**

of engaged employees say work brings out their most creative ideas – only 3% of disengaged agree (Gallup)

# Higher Profit Margins

**12%**

higher profitability (Gallup 2006)

**16%**

higher profit margin growth reported by Standard Chartered Bank in 2007 from high level engaged branches compared to low level ones.

## Better Bottom Line Results

**19.2 %**

improvement in operating income in companies with high levels (Tower Perrins—ISR global survey)

**32.7%**

decline in operating income in companies with low levels (Tower Perrins—ISR global survey)

**£1500**

increase in profits per employee per year in companies that increase investment in a range of workplace practices that relate to engagement (IES/Work Foundation 2008)

## Better Staff Retention

**31-51%**

more employee turnover in companies in bottom quartile on engagement.

**87%**

the amount by which engaged employees are less likely to leave the organisation than the disengaged.

Estimated cost of replacing each employee often put at equal to the person's annual salary. (Corporate Leadership Council 2004)

## Inventory Shrinkage

**51%** average increase in inventory shrinkage  
in low scoring companies (Gallup)

**62%** more accidents in low scoring  
companies (Gallup)

**2.7**

the number of sick days engaged employees take on average a year

**6.2**

the number of sick days dis-engaged employees take on average a year

**What do the facts tell you?**