



Build Engagement for Better Business Results

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Dear Michelle,

As a result of the recent economic crisis, employee engagement has reached an all time low at 49 percent. Further, intent to stay with the current organization has dropped to just 23 percent (Corporate Leadership Council, 2010). You cannot win without a committed team. Employee engagement is key to your success.

Engagement Produces Results

Engaged employees bring their best to work every day - they give their full discretionary effort, not just the minimum required. They are happy, satisfied, motivated, and committed. What organization does not want that? What organization would tolerate the opposite? Employee engagement results in demonstrable benefits to the bottom-line in terms of customer satisfaction and financial performance. Creating a culture that engages your employees and brings out their best every day is not just good for people, it is also good for business. A recent study by Gallup (2010) compared the top and bottom quartiles on engagement and found that high engagement produces:

- 49 percent lower turnover
- 37 percent less absenteeism
- 27 percent less shrinkage
- 49 percent fewer accidents
- 12 percent higher customer satisfaction
- 18 percent greater productivity
- 16 percent more profitability

Engaged employees go above and beyond what is expected, enhancing productivity and organizational effectiveness. Employee engagement can be measured and it can be improved. Crosby Consulting can help you form a clear picture of your current state and, most importantly, bring about the needed culture change to enhance employee engagement and your resulting business performance. It is not enough to measure employee engagement; you then need to take real action to improve it.

The best organizations recognize that creating a great place to work is critical for attracting, developing and retaining great talent. Creating an environment that encourages employees to give their maximum discretionary effort results in superior business performance. Engaged employees make the difference.

Best regards,

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Because People Make the Difference