



ACTIVENATION

 **aldermore**

 **Bath Building Society**
We're different because you are



Destination**SKIN**SM
LASER HAIR REMOVAL & SKIN SPECIALISTS



GLENDOLA
leisure group - limited

halfords

 **JAMESTOBIAS**



 **lifetime**
training

medvivoSM

 **PORTER
DODSON**
SOLICITORS & ADVISORS

極度乾燥(しなさい)
Superdry.

Employee engagement and recognition

Why it's important, why you, why now

Main risk to the business plan - the gap between your expectations as leaders and the organisation's ability to deliver

The opportunity cost is too great

Low levels of engagement are a problem and an opportunity

Not about fluffy HR, it's about good business



What is employee engagement?

Employee engagement is a measurable degree of an employee's positive or negative emotional attachment to their job, manager, colleagues and the organisation that profoundly influences their willingness to learn and perform at work' (Scarlett surveys)



Intrinsic motivation = engagement

Extrinsic motivation = triggered by
external factors



The enablers of engagement

Visible empowering leadership giving a strong strategic narrative

Engaging managers who; focus their people; give them scope; treat them as individuals; coach them; and take an interest in them

An employee voice throughout the organisation

Organisational integrity - the values are aligned and 'lived'

(Engage for Success 2012)



The business case for employee engagement



The business case for employee engagement

Hay Group - 'Engaged employees generate 43% more revenue'

CBI - 'Engaged employees take on average 2.7 sick days per year, compared with disengaged employees who take 6.2'

Rentokil - The cost of replacing an employee is 1.5-2 times salary
Increasing engagement saved £7m

More Than - 'Engaged call centre staff talk on average to 800 more customers per year than disengaged staff. The equivalent of an additional member of staff in a team of 8'



“How much of your marketing budget do you spend on your staff?”



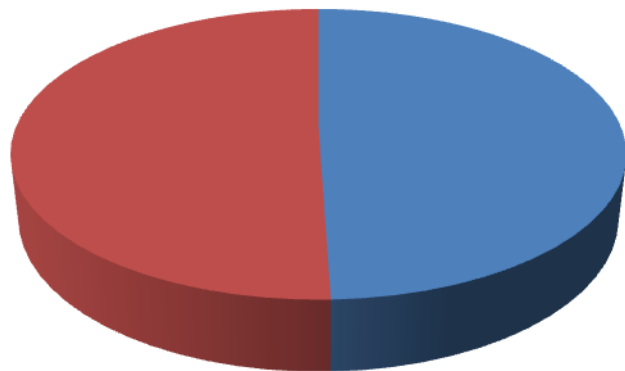
Survey response up (62%)

Overall engagement (51-64%)

Manager recognition (22-56%)

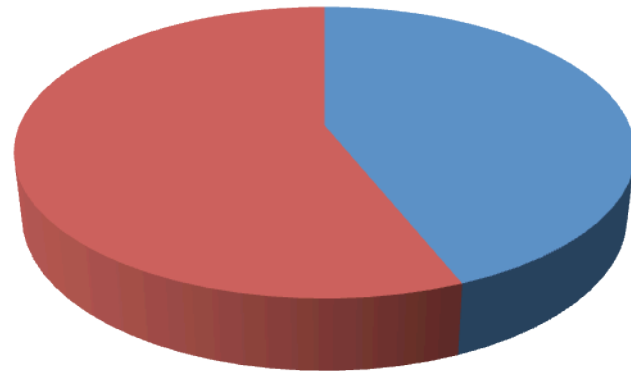
Cooperation between departments (14-37%)

End of Year 1



■ No of Compliments ■ No of Complaints

End of Year 3



■ No of Compliments ■ No of Complaints



Sickness reduced by 50%

Sales from staff leads doubled (£250k)

Staff ideas on efficiency savings and new products
(£250k)

Net profit up 51%

Bringing it to life



Employee engagement needs to be a
mindset not an initiative



It's all about how they feel

94% of buying decisions are based on
emotion, not logic



People seek meaning in their work

- Build the emotional attachment to the vision
 - Tell them why it's important
 - Connect it to the firm's strategy
 - Always put change into context



What do you want and need them to be when they step over the threshold?

How are you going to secure that?

What are you going to do when you ... ?

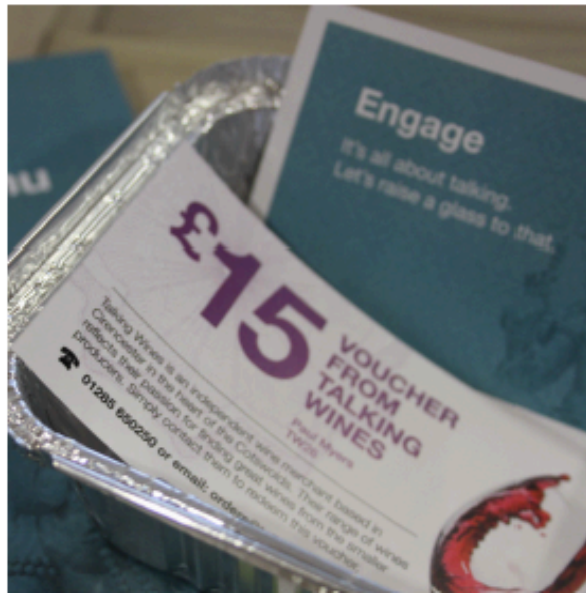




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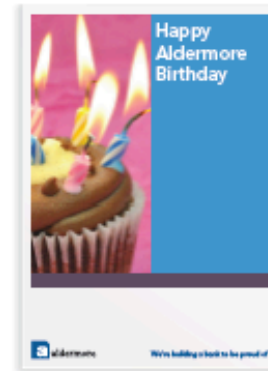


Manager's employee engagement toolkit

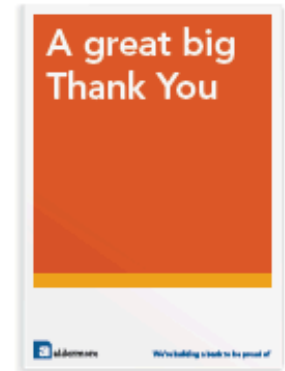
The Manager's Toolkit box.
A white cardboard box with
the following contents:



The Manager's Toolkit brochure



Aldermore Birthday card



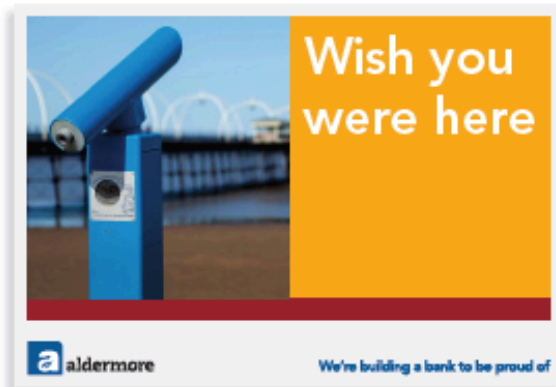
Thank you card to be used at your discretion



Some Speeding tickets



2 or 3 babygrows with a fun branded message and personalised gift tag.



Postcard invitation



Using social media to drive employee engagement

Remember the four enablers ...



INTERACTIVE!VE NATION



- HOME
- ALL ABOUT ME
- THE TEAM
- FORUM
- IDEAS
- SHOUT OUT!
- EVENTS
- GROUPS
- VIDEOS
- CHAT
- JOBS

WELCOME TO INTERACTIVE NATION

Welcome to InterActive Nation - the home of healthy conversation! We have created this network to allow all of our colleagues to connect with each other. We believe that by sharing experiences, news and big ideas that you'll help make our Charity even more successful. Remember, everything in life starts with a conversation and if we engage more with each other, we're certain we'll engage more with our Supporters. So connect - good things happen when we talk!

CHRIS BENNETT


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- Inbox
- Friends
- Settings


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140 [Share](#)

 Antony Kimmins posted photos



5 minutes ago

 Mathew Smallwood commented on Mathew Smallwood's photo

 Roger

7 minutes ago

 Mathew Smallwood posted a photo

 Roger



Be ENTHUSIASTIC, be RESPONSIVE, take RESPONSIBILITY

MEMBERS



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FORUM

 Fitness First announce ground breaking re-positioning

Started by John Oxley in Olympics 2012. Last reply by Roger Michie Jan 17.

2 Replies 1 Like

[Continue](#)

 How Active are Active Nation?

Started by Matt Gregory in Olympics 2012. Last reply by Shirley Anne Firth Oct 30, 2013.

3 Replies 1 Like

Our Mission is to "persuade the Nation to be





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Endsleigh - this could be the making of you

Expertise. It's not a destination. It's a journey. So here at Endsleigh, we see ourselves as experts in the making. Every day here at Endsleigh, our colleagues continue their journeys, learning more, experiencing more and achieving more, all in the company of Endsleigh experts across the business.

It's how they continually deepen their expertise. And how, while they might be comfortable in their role, they are never complacent. We're always moving forward, developing, innovating, growing our skills and broadening our knowledge. And that makes for a diverse career, full of potential that can take you where you want to be.

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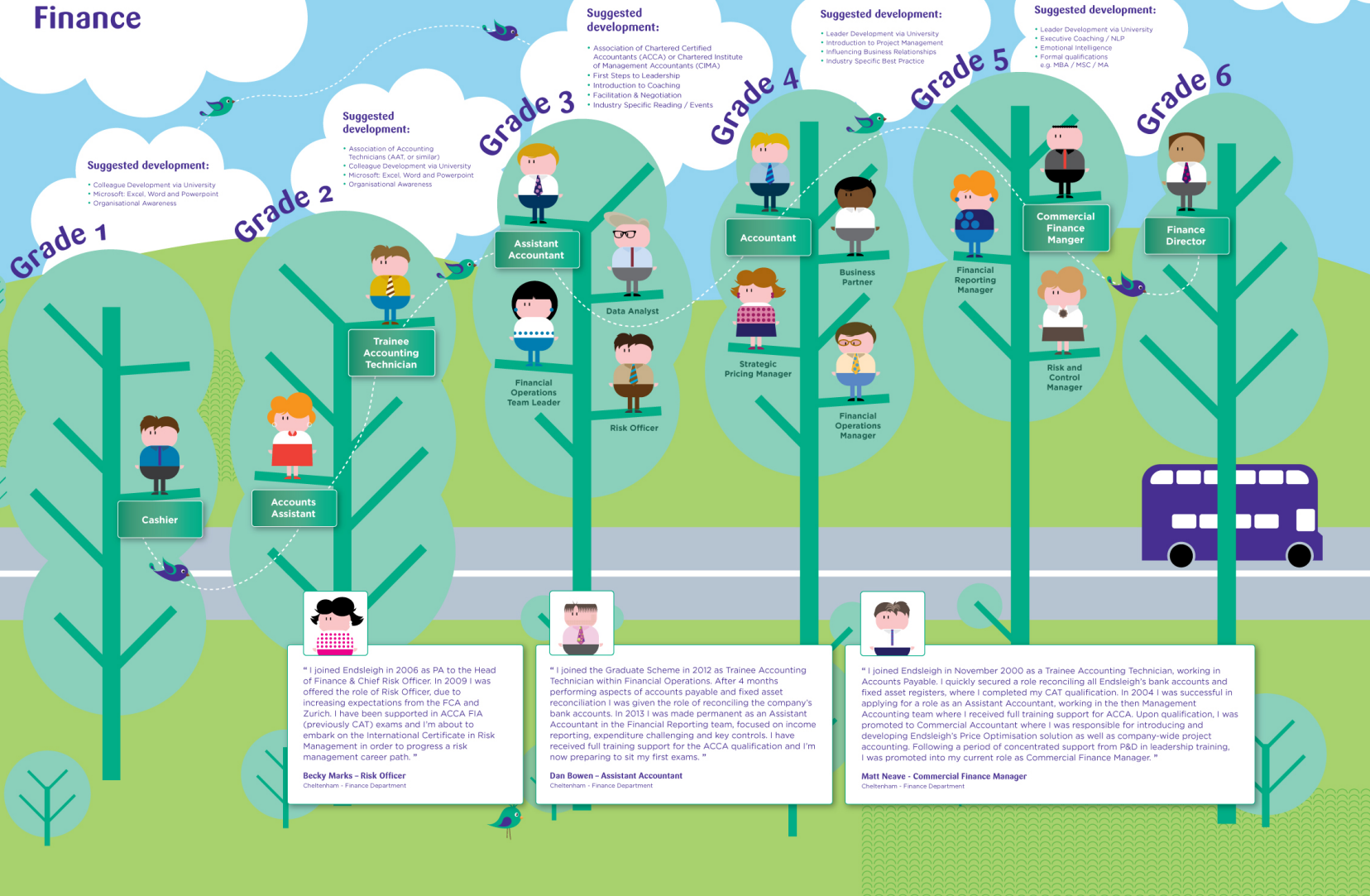
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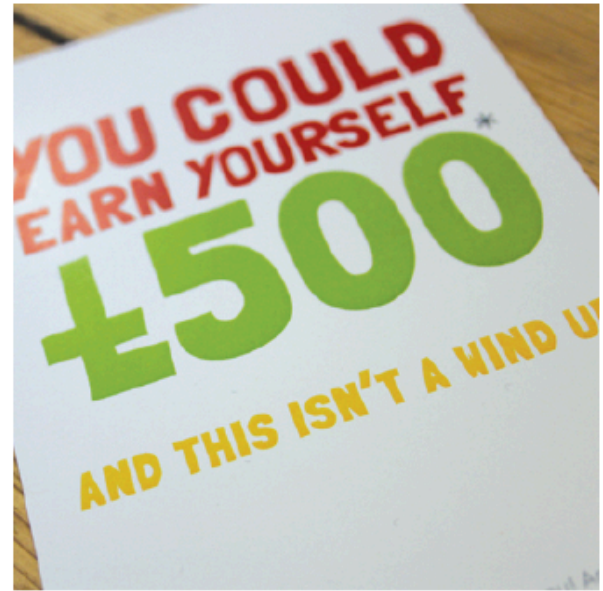
Claims Handler - Counter Fraud [View job](#)

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Make the grade the Endsleigh way

Finance







Forward



Building a recognition culture

- Aim high - 'Thought & practice leaders'
 - 3 levels
 - Ad hoc (cascade)
 - Monthly (peer to peer & cascade) – formal
 - Annual – formal
- Linked to values & behaviours
 - Measure everything

'The little things? The little moments?
They aren't little'

'Compensation and benefits is a right.
Recognition is a gift.
Give the gift of recognition'



Map the touch points

Give them a reason
to love the brand every day



