



Employee Engagement in the Age of AI: Driving Business Success Through People



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Setting the scene

Employee expectations are shifting

My paycheck



My purpose

My satisfaction



My development

My boss



My coach

My annual review



My ongoing conversation

My weakness



My strengths

My job



My life

Gallup – 23% of employees are engaged at work



“Employees have
become the consumers
of the workplace”

Gallup

**The robots
are coming!**

**Welcome to
the era of EX**



AI vs Humans

AI Capabilities

- ✓ Write a best-practice hybrid working policy
- ✓ Analyse employee sentiment at scale

Human-Centred Capabilities

- 🏆 Understand how different employees thrive or struggle remotely
- 🤝 Build trust, lead with empathy, and create a culture of belonging

Shift from process-driven HR to experience-driven EX

AI can automate, but humans design experiences that engage and inspire



**AI can optimise processes,
but it can't create connection.**

Rather than competing with AI,
we must develop skills that
complement and enhance it.



**The future of the people profession?
A human centred approach**

A woman with dark, curly hair is shown from the chest up, wearing an orange V-neck shirt. She has her hand resting on her chin and is looking upwards and to the left with a thoughtful expression. The background is a solid light blue.

**Ok, so
what is
engagement?**

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Some definitions



The Engage for Success website defines engagement as:

“A workplace approach designed to ensure that employees are committed to their organisation’s goals and values, motivated to contribute to organisational success, and are able at the same time to enhance their own sense of well-being”



The CIPD, in their work with the Kingston Engagement Consortium, define employee engagement as

““A positive attitude held by the employee towards the organisation and its values. An engaged employee is aware of the business context, and works with colleagues to improve performance within the job for the benefit of the organisation.”

Examples of client definitions

“Employee experience here is everything an employee observes, feels and interacts with. Engagement is the end goal and EX is how we’ll get there.”

“Creating more good days at work”

“The best EX, the best people, the best performance”

STATISTICS AND CASE STUDIES



PROFIT

Companies with engagement scores in the top quartile had **twice the annual net profit** of those in the bottom quartile.

**TWICE
NET
PROFIT**



2.5

REVENUE GROWTH

Organisations in the top quartile of engagement scores demonstrated **revenue growth** 2.5 times greater than those in the bottom quartile.



12%

CUSTOMER SATISFACTION

Companies with top quartile engagement scores average **12% higher customer advocacy**.



**18% higher
productivity**



**40%
lower**



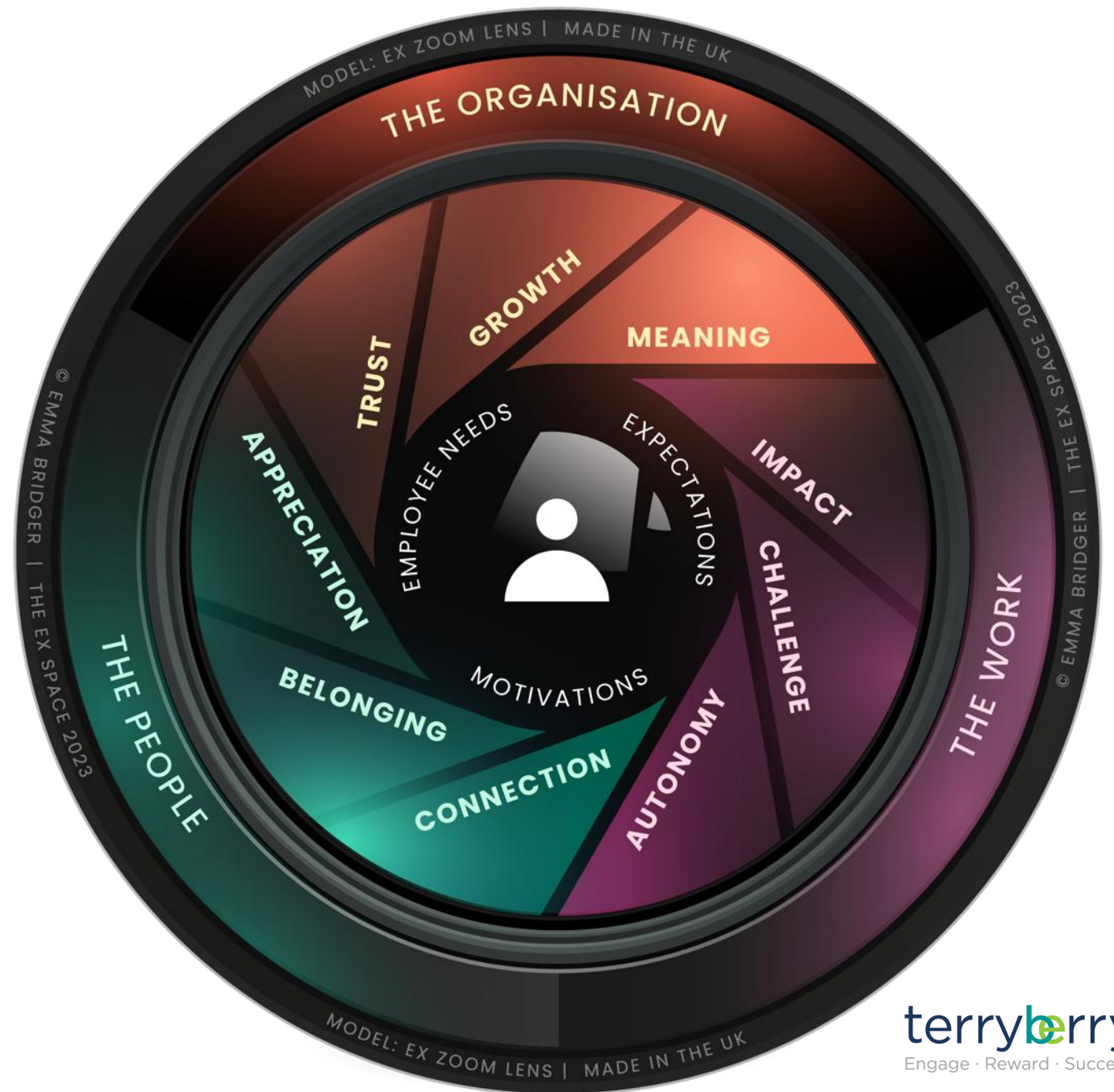
Understanding the science



A person with long blonde hair, wearing a black long-sleeved shirt, blue jeans, and a brown backpack, is captured mid-jump over a dirt path. Their arms are outstretched, and their legs are spread wide in a joyful leap. The background features a calm lake, evergreen trees on the left, and a mix of evergreen and autumn-colored trees on the right. The sky is overcast and grey.

Best EX

The EX Lens



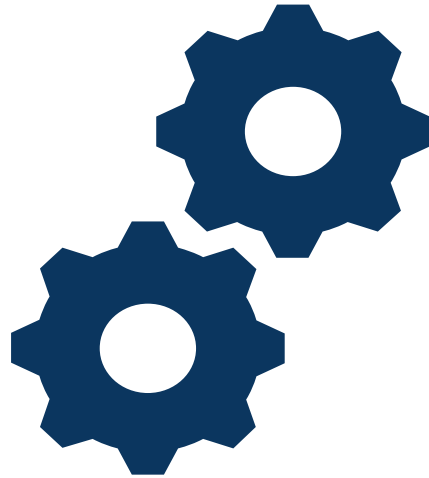


The big shift

People practitioners of the future won't just be experts in EE/EX/ HR/IC/ L&D etc – they'll be experts in Design Thinking, Service Design, and Human-Centred Problem-Solving.

The people who build these skills now will shape the future.

Skills needed for the future of work



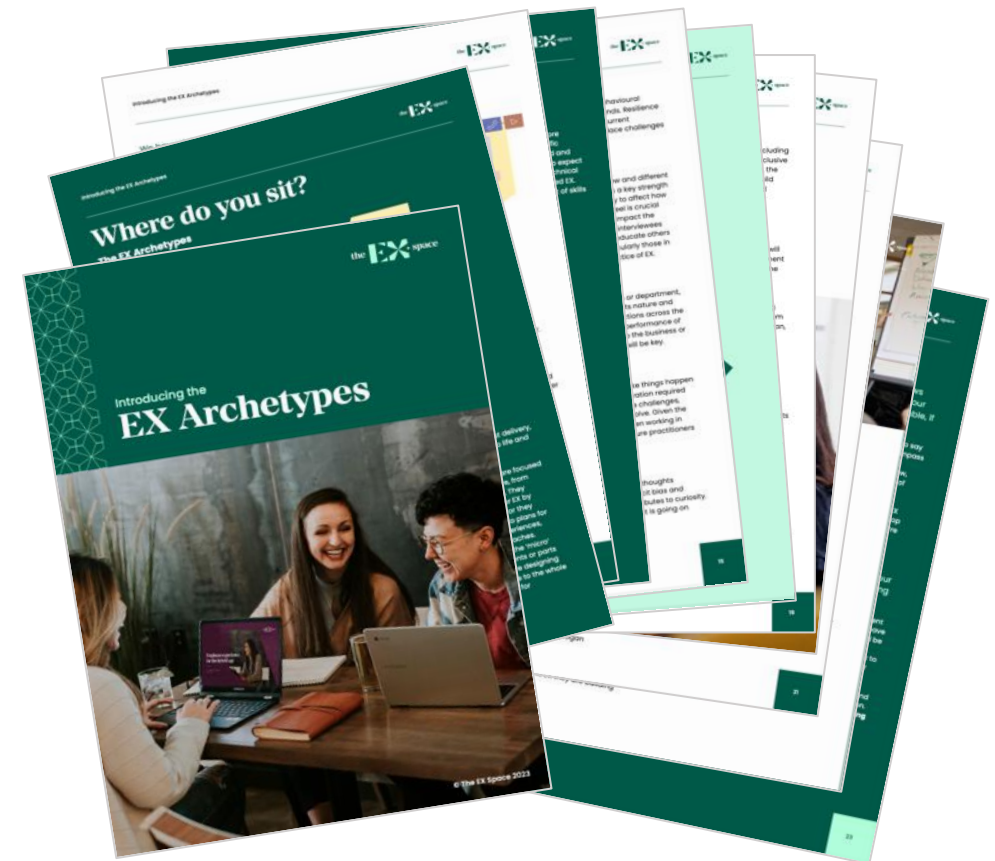
The **most in-demand skills** are shifting from technical knowledge to **human-centred capabilities**.



The question isn't **if** AI will change work—it's **how we prepare ourselves**

Most in-demand skills for the future of work

- ✓ Creativity & Innovation
- ✓ Complex Problem-Solving
- ✓ Emotional Intelligence
- ✓ Resilience & Flexibility
- ✓ Curiosity & Continuous Learning



The Tools

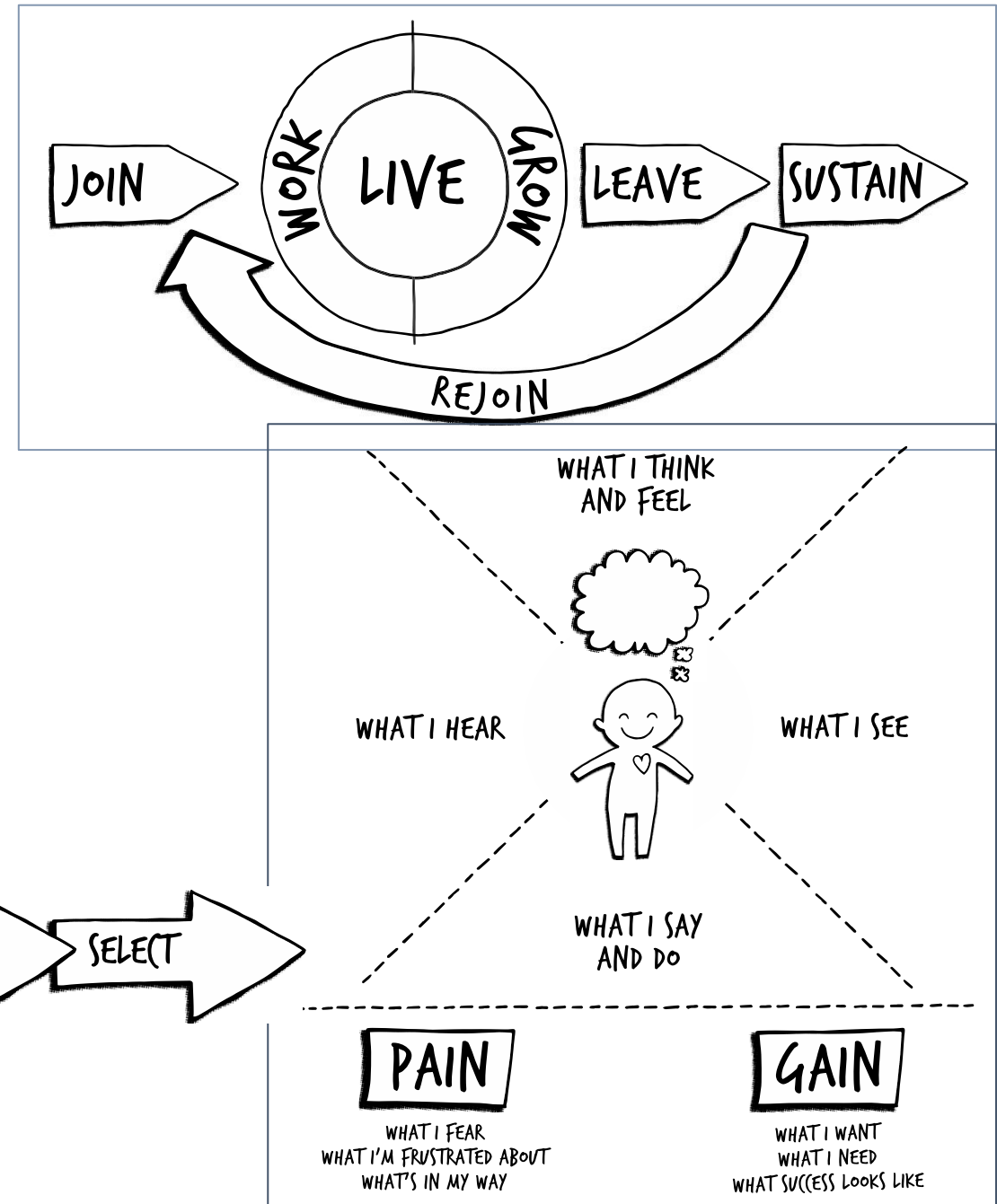
EX by Design – The Tools

THE EX ECOSYSTEM



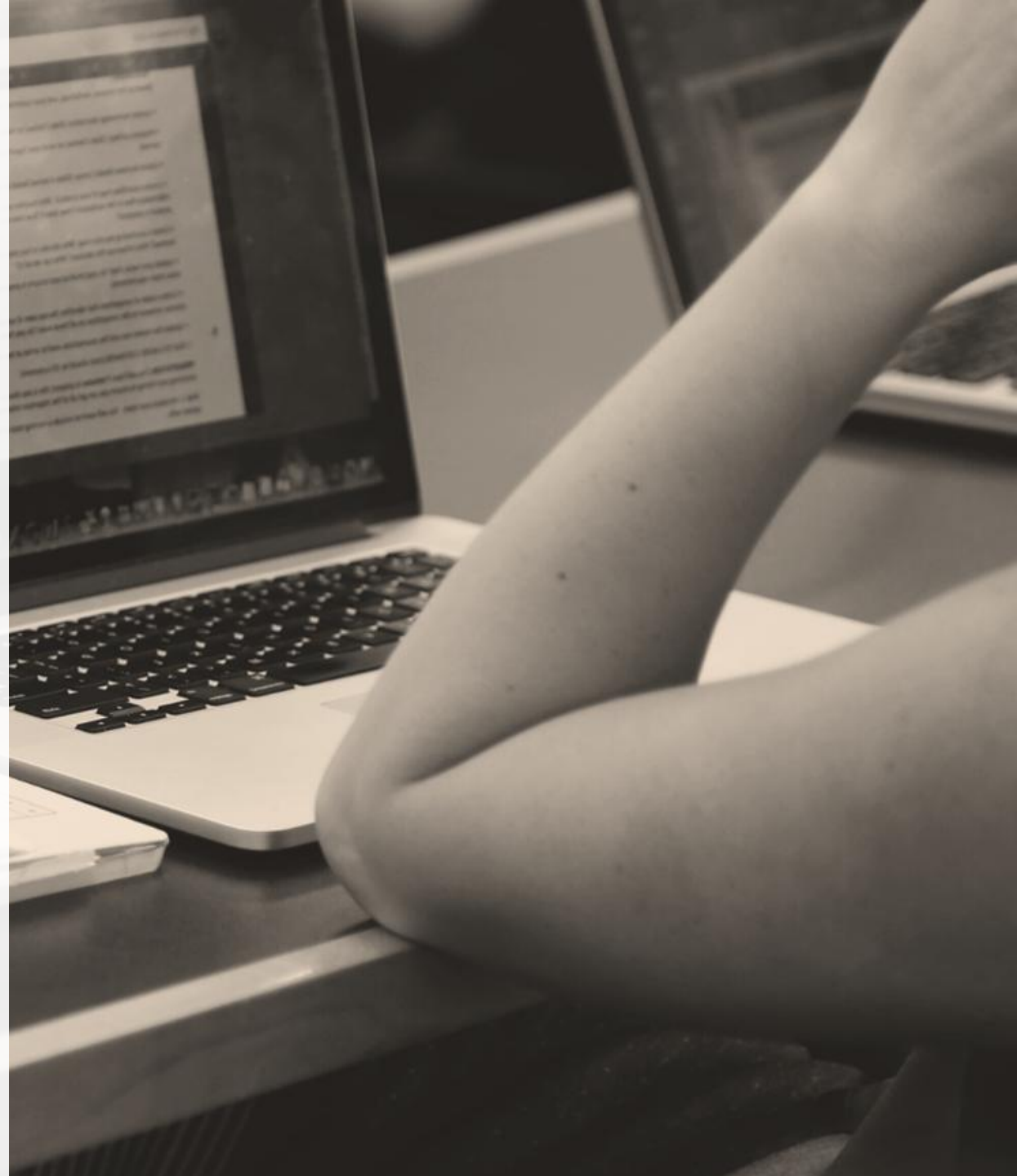
EX Design Tools

	LOOKING	APPLYING	INTERVIEWING	ACCEPTING	WAITING	STARTING
THINKING						
FEELING						
DOING						
GOALS	FIND OUT WHAT'S OUT THERE	QUICKLY HAVE A Go	LEARN ABOUT THE BUSINESS	LEARN AS MUCH AS POSSIBLE ABOUT WHAT'S NEXT	KNOW I'VE MADE THE RIGHT DECISION	FIT IN, FIND MY PLACE, DON'T MESS UP
EXPERIENCE						



Measuring EX/EE

- Be clear about what you are measuring
- Revisit your objectives to help you design your measurement plan
- Use the EX Lens plus best EX insight to uncover what matters to your people so you can ensure you measure the right things
- Qualitative methods are just as useful as the survey
- And consider how you will measure and demonstrate your impact



The Evaluation Model



Measures business outcome, often behaviour change e.g. I intend to stay here

Measures initial impact e.g. they provide me with meaning – I understand how I impact the bigger picture and I feel motivated

Measures perception e.g. my performance management conversations are a positive experience

Be part of
the EX Era



Join The EX Space



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Any questions?



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