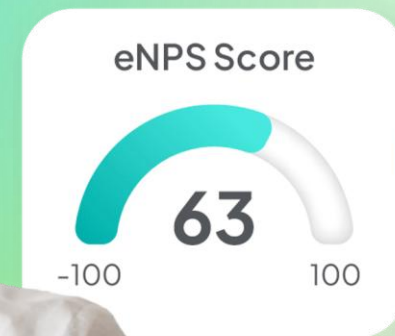


# Be Heard – Engagement Beats Participation



# Empowering People & Organizations to Thrive

- **100+ years** helping organizations recognize and engage their people
- **Engagement solutions** that work, with the data to prove it:
- **Recognition & Rewards**
- **Surveys & Insights**
- **Physical & Mental Well-being**
- **Trusted by 40,000+ organizations** with millions of employees across industries



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Lead Product Owner

# Agenda

- Participation vs. Engagement
- Philosophy of Listening Surveys
- Use Cases
- Power of the Methodology
- The Scientific Method of Culture

# Participation vs. Engagement

WHY METRICS DON'T ALWAYS ALIGN

## Participation

The act of taking part, sharing in, or being actively involved in an activity, event, or process.

## Engagement

The emotional commitment and investment in an organization's goals.

# Listening

DIAGNOSE

COMPARE

CONNECT

ACT



## 6 Culture Categories

- Belonging
- Empowerment
- Equity
- Leadership
- Purpose
- Well-being

# Use Cases

## Results for Q3 Engagement Survey

← Back to Surveys List

Participation Engagement Scorecard Questions Indicators Trends

### eNPS Score



### Participation



- Complete
- Partially complete
- Not started

### eNPS Response Distribution

How likely are you to recommend this company as a place to work?



Employees with "Highest" and "Above Average" Recognition Received report a 15% higher eNPS Score

Filter

Clear All X

Search filters

Participant Dimensions



Department

Select all



Manager

Select all



Location

Select all



Recognition Received 2

Deselect all



Highest

Average

Above Average

Below Average

Never



ENPS tells us *what* employees feel,  
not *why*.

Together, **survey sentiment** plus  
**recognition** and **wellness** data create  
a retention risk early-warning system.

# Power of the Methodology

## DRIVES ENGAGEMENT & PERFORMANCE

Recognized employees are 4x more likely to be engaged and increase productivity by up to 22

## REDUCES TURNOVER

Recognized employees are 4x more likely to be engaged and increase productivity by up to 22

## REINFORCE CORE VALUES & CULTURE

Consistent recognition helps align behaviors with company values and creates a stronger, more connected workplace

## BOOSTS MORALE & RETENTIONS

A simple “thank you” can lead to higher job satisfaction and stronger loyalty to the organization

**\$450–\$550 Billion**

How much employee disengagement costs American companies each year

**34%**

Of annual payroll is lost due to Employee disengagement.

**\$1 Trillion**

The annual approximate cost of voluntary turnover for U.S. businesses, according to Gallup.

# The Scientific Method of Culture

*Turn data into continuous cultural improvement*

- Design programs intentionally
- Measure sentiment through listening
- Observe behaviors through recognition and wellness
- Adjust and improve
- Repeat



# Questions?

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