

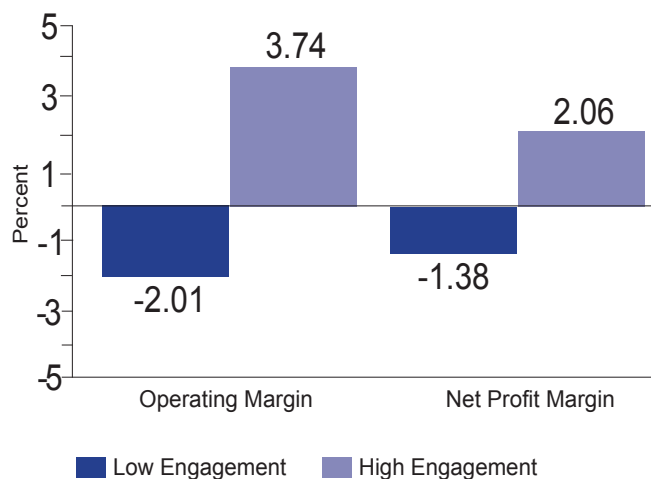
# ENGAGED EMPLOYEES DRIVE THE BOTTOM LINE

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“Organizations that fail to engage their employees fail to achieve their full potential.”\* Most executives tacitly acknowledge that employee engagement is crucial to operations, but what exactly are engaged employees and what quantifiable effects do they have on performance?

Engaged employees: 1) know their organization’s mission and core values 2) believe in and support those values and 3) engage themselves in activities that promote and support the company’s business objectives.

## Impact of Engagement on Business Performance



A study of over 360,000 employees from 41 companies worldwide has revealed the direct relation between employee engagement and corporate financial performance. The graph illustrates the percent change in Operating Margin and Net Profit Margin over a three-year period for companies with both low- and high-engagement employees.

Obviously, employee engagement affects the bottom line. In addition to buying into (and therefore promoting) the company’s corporate objectives, engaged employees also reduce costs, as their loyalty translates into less need for recruiting, hiring, and training.

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\* Source: [www.ISRSurveys.com](http://www.ISRSurveys.com)

