

ENGAGEMENT LEADS TO BETTER EARNINGS AND FATTER MARGINS

Employee engagement has a material impact on retention, service and productivity. These factors, in turn, drive customer satisfaction and loyalty, which are the key drivers to growth and profit, finally impacting shareholder value.

“ There is a five times greater difference in shareholder value between the companies with the most engaged workers and the least.¹ ”

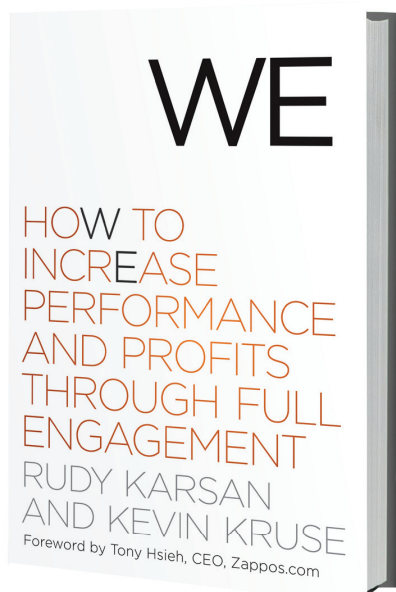
KEY TAKEAWAYS FOR INDIVIDUALS

- Your engagement level doesn't just impact you; it impacts the quality of your work and interactions with customers.
- If you work in an organization with a toxic culture and disengaged employees, it will be difficult for the organization to achieve financial success over the long term.

KEY TAKEAWAYS FOR MANAGERS

- Employee engagement is not the same thing as employee satisfaction.
- Employee engagement isn't just a soft measure of culture; it's a critical link in the service to profit chain.
- When was the last time you measured your team's engagement index? More importantly, when was the last time you acted on the results?

¹Hurdy, Craig, Debra Osborn, Anne Herman, and Jeffrey Saltzman. "Solid Investments in Engagement Yield Shareholder Return: The Aetna Story." Kenexa White Paper. 2009. Print.



This chapter summary is from the book, *We: How to Increase Performance and Profits Through Full Engagement*, by Rudy Karsan and Kevin Kruse. Please purchase the book from your favorite book reseller, or for more information, visit www.WeTheBook.com.