

Minnesota Marketing Summit

Employee Engagement Poll Results

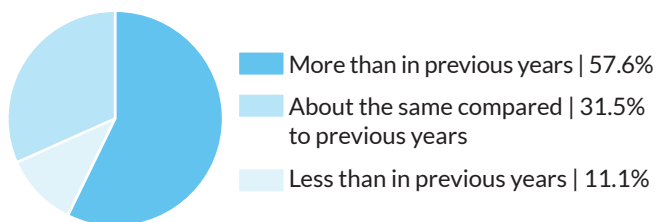
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Building workplace cultures where employees are energized and engaged drives **better business results**: less sick time, higher productivity, better work quality, less turnover, longer tenure.

In the last year my organization's investment in employee engagement has been:

Based on 54 responses

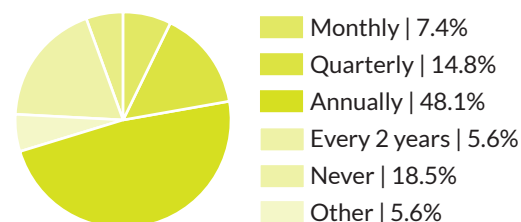


Increasing employee engagement investments by 10% can increase profits by \$2,400 per employee, per year.

(Workplace Research Foundation)

How often does your organization measure employee engagement through surveys or other feedback tools?

Based on 54 responses

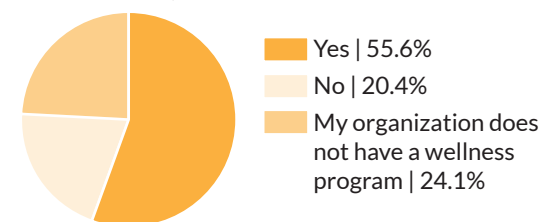


Organizations that conducted annual engagement surveys saw 2.5x greater favorability score increases over those that conducted them less frequently.

(Quantum Workplace, 2016)

I actively participate in my organization's wellness program.

Based on 54 responses

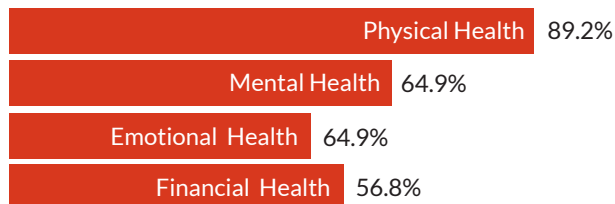


Among employees working at organizations with a wellness program, 43% say they are "actively involved" in the program.

(Modern Survey, 2015)

My organization's wellness program provides support/education in these areas:

Based on 37 responses

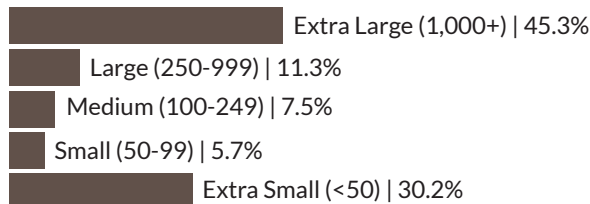


Employees who believe their employers support their well-being are 38% more engaged, and employees who said their organization provided health and well-being benefits were 11% more engaged than those that didn't.

(Quantum Workplace, 2015)

Organization Size

Based on 53 responses



Among large U.S. employers (1,000+ employees), 58% offered wellness programs; but overall only 19% of employers provide some sort of wellness offering.

(SHRM, 2014)

What's the most valuable wellness initiative your company offers?

Based on 32 responses



HIGHLIGHTS:

- The majority of organizations represented in the poll are investing in employee engagement – nearly 60% are investing more into employee engagement programs this year compared to the previous year, recognizing the business value.
- Nearly three-fourths of organizations are measuring engagement at least annually – in line with national best practices.
- More than half of respondents participate in their organization's wellness programs, higher than national average.
- Of those organizations that offer wellness programs, the most common area of support is physical health, the most recognized and easiest to measure wellness benchmark. Other wellness categories continue to grow.

INSIGHTS:

- The best engagement measures focus on narrowing the gap between what employees want vs. what employers provide. (Quantum Workplace, 2015)
- Organizations can improve wellness participation by developing programs that meet employees needs and address common participation challenges like: perceived lack of time, employees not making it a priority and overly complicated wellness programs. (Limeade, 2016)
- Organizations have an opportunity to expand their definition of "wellness" by offering more holistic approach to wellness programs, including physical, mental, emotional and financial elements.