

Why focus on employee engagement?

A staggering 87% of employees worldwide are disengaged¹ at work. However, a 5% increase in engagement is linked to a 3% increase in revenue growth². WOW!

What does engagement look like, and how can you measure it?

Start by choosing several metrics that affect your company's financials, your people's performance, and your organisation's operations. Track those metrics year over year to identify changes and trends, then take action to drive performance that aligns with your engagement goals.

Financial Metrics

Strategy

- Revenue per Full-Time Employee
- GP per Full-Time Employee
- Employee Expense as a % of GP
- Customer Satisfaction/Net Promoter Score
- % New vs. Repeat Business
- % Achievement of Revenue Plan
- Cost per Sale/New Acquisition
- % Customer Attrition

Retention

- % Annual Turnover
- % Voluntary vs. Involuntary Turnover
- # New Hires
- # Replacement Hires
- % Roles Filled Internally vs. Externally
- # Overall Promotions
- # Promotions into Leadership Roles
- Overall Recruiting Expense
- Average Replacement Cost
- Workdays Lost to Absenteeism
- Cost of Absenteeism

Training

- Overall Training Expense
- Training Cost per Employee
- Training Cost per Promoted Employee
- % Mandatory vs. Voluntary Learning
- # Completed Modules

Occupational Health

- # Claims
- # Hours/Days Lost
- Cost per Claim
- # Incidents Reported
- Cost per Incident
- Overall Safety Expense

Performance Metrics

Productivity

- % Individuals Achieving Annual Goals
- % Teams Achieving Annual Goals
- % Business Units Achieving Annual Goals
- % Annual Leave Taken
- % Personal Leave Taken
- # Cost-Saving Ideas Generated

Recognition

- Total Recognitions Given and Received
- # Unique Givers and Receivers
- % Manager Givers
- % Behaviours/Values Recognised
- Average # Recognitions per Employee
- # Nominations Submitted
- % Nominations Approved
- % Behaviours/Values Nominated

Skills

- # Modules Passed
- Average Modules Completed
- Average Modules Passed
- Pre- and Post-Training Skills Assessments

Wellness

- # Sponsored Activity Programs
- % Participants in Activity Programs
- % Utilising Health Benefits
- % Community Volunteers
- % Utilising Biometric Health Trackers

Operational Metrics

Output

- # New Ideas Implemented
- # Cost-Saving Ideas Implemented
- Workdays Lost to System Downtime
- % Time Spent Correcting Errors/Defects
- % Time Spent Testing
- % Time Spent Reporting/Documenting

Loyalty

- Employee/Job Satisfaction Score
- Employee Receive Regular Feedback
- Average Review Rating on Glassdoor
- # Internal Job Referrals
- % Engaged vs. Neutral vs. Disengaged
- % Actively Looking for New Jobs
- % Individuals Aligned with the Brand
- % Would Recommend the Company to Peers
- % Feel They Fit in with the Culture

Quality

- % Customer SLAs Met
- % Process Adherence
- % Documentation Adherence
- % Errors per Deliverable
- # Returns
- Response Time
- % Repeat Repair/Service
- % Done Right First Time
- % and Depth of Discounting
- % Shrinkage

Safety

- # of Safety Audits Conducted
- % Sub-Standard Conditions Identified
- % Sub-Standard Conditions Corrected
- % Employees with Adequate Training

¹ Gallup. (n.d.) Retrieved from <http://www.gallup.com/services/190118/engaged-workplace.aspx>.

² Aon Hewitt. (2015.) 2015 Trends in Global Employee Engagement. Retrieved from <http://www.aon.com/attachments/human-capital-consulting/2015-Trends-in-Global-Employee-Engagement-Report.pdf>.