

## Employee Engagement

# Discover ways to retain and motivate your employees

As a leader within your organization, you are faced with many talent challenges. You may be thinking about how to attract a talented workforce to stay competitive. However, the most important challenge you face is retaining employees who are currently contributing to your success.

### Don't lose sight of your company's most important asset—your people.

Employees want to know that their employer is invested in them as much as they are invested in company growth. There are several important questions to explore in your pursuit to retain top talent, such as:

- What do your employees want in their careers?
- Are you offering a pathway to support their success?
- Do you have an employee engagement strategy in place that defines goals for both employees and your organization?

Aligning the goals of your employees with the goals of the company is critical to maintaining a successful workforce environment. An environment where an employee feels connected and aligned with organizational culture leads to staff that is:

- More productive and motivated to go the extra mile
- Less likely to leave their jobs or seek external opportunities
- Comfortable sharing ideas and providing positive or negative feedback
- Interested in forming and maintaining strong professional relationships within the organization

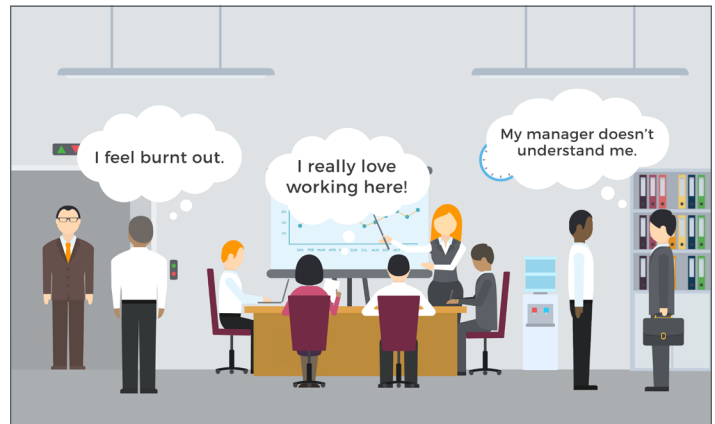
### How We Help

ScottMadden customizes employee engagement solutions that work for your organization. We utilize client data and frank conversations to pinpoint specific recommendations for your team. Together, we will strengthen employee engagement for your company and implement a successful plan for improvement. ScottMadden builds in performance metrics to ensure every step is evaluated for measurable, tangible outcomes.

### RESEARCH SHOWS

A recent Harvard Business Review (HBR) study shows **fewer than 50% of companies are effectively measuring employee engagement against business performance metrics**<sup>2</sup>. A separate HBR article notes that organizations with top scores in employee motivation are 60% more likely to be in the top quartile for overall business performance<sup>3</sup>. These statistics support the case for implementing an effective employee engagement strategy.

Sources: 1. Dale Carnegie; 2. Harvard Business Review; 3. Great Places to Work



*Statistically, 50-70% of employees are not engaged, which means they may leave for another company.<sup>1</sup>*

**Transform your employee engagement and increase retention.**  
Contact us at [info@scottmadden.com](mailto:info@scottmadden.com).

**Smart. Focused. Done Right.®**

To learn more, visit  
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