

# 5 Myths of Employee ENGAGEMENT



## MYTH 1 CASH IS KING

*It's Not All About The Money*

Cash is a "hygiene" factor, meaning organizations have to get pay right, but incremental investments do not have a significant impact. Intangible rewards are the most effective motivators.

### TOP 5

*Engagement Drivers*

IN THE UNITED STATES

- CAREER OPPORTUNITIES
- PERFORMANCE MANAGEMENT
- ORGANIZATION REPUTATION
- RECOGNITION
- COMMUNICATION

## MYTH 2 RECOGNITION PROGRAMS OFFER LITTLE RETURN ON INVESTMENT

**COMPANIES**  
with high-performing recognition programs are

# 12x

more likely to have  
*Strong Business*  
OUTCOMES

*It's a Fact: Organizations That* invest in incentive and recognition programs enjoy increased customer spending and revenues. Improving engagement levels among staff can increase revenue by as much as 23%.

## MYTH 3 HIGH PERFORMERS DON'T NEED EXTRA MOTIVATION

*High Performers Are Good* at motivating themselves, but they too can become unhappy if they aren't engaged on a personal level.

In

# 42%

of organizations,  
*Low Performers*  
ARE ACTUALLY  
**MORE**  
*Engaged Than*  
HIGH & MIDDLE PERFORMERS



## MYTH 4 MANAGERS KNOW HOW TO ENGAGE EMPLOYEES

*The Title Of "Manager"* does not grant the bearer the ability to engage employees. It is a skill that requires training and practice to be effective.



### 26%

OF MANAGERS FELT THEY WERE  
*Unprepared to Transition*  
INTO MANAGEMENT ROLES

### 58%

OF NEW MANAGERS  
*Do Not Receive*  
ANY TRAINING

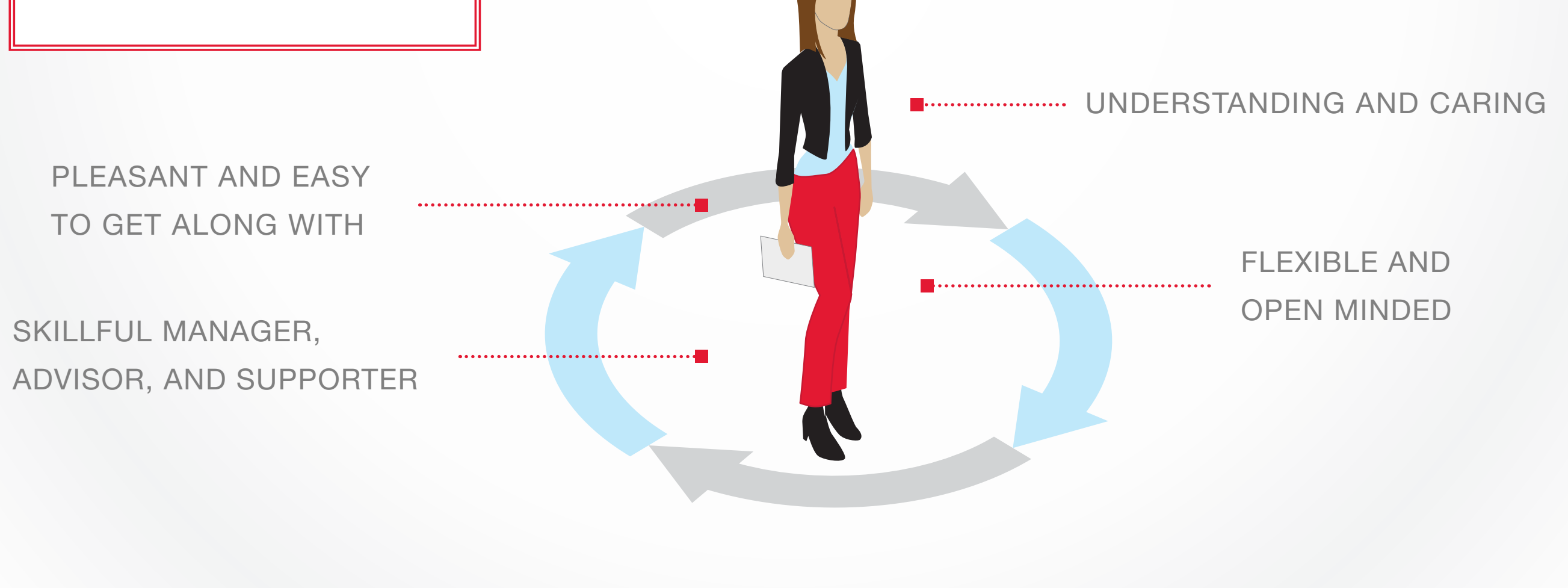
### TOP 3 Workplace Concerns FOR MILLENNIALS ARE

- Working for a manager that I can respect and learn from
- Working With People that I Enjoy
- Having Work/Life Balance

## MYTH 5 MILLENNIALS ARE DIFFICULT TO ENGAGE

*The Image of Millennials* as job hoppers is a generational misunderstanding. Millennials place a high value on engagement, and are ready and eager to commit to an organization with the same values.

*A Millennial's Dream Boss*



#### SOURCES

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- MYTH #2 <http://www.prnnewswire.com/news-releases/new-bersin-associates-research-shows-organizations-that-excel-at-employee-recognition-are-12-times-more-likely-to-generate-strong-business-results-177627921.html>
- MYTH #3 <http://www.acceleration.com/wp-content/uploads/2013/01/Whitepaper-Recognition-Program-Myths-vs-Facts.pdf>
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- [http://www.accountingweb.com/sites/default/files/generationaly\\_robot\\_half.pdf](http://www.accountingweb.com/sites/default/files/generationaly_robot_half.pdf)