

5 MYTHS OF EMPLOYEE ENGAGEMENT



MYTH 1 CASH IS KING

IT'S NOT ALL ABOUT THE MONEY

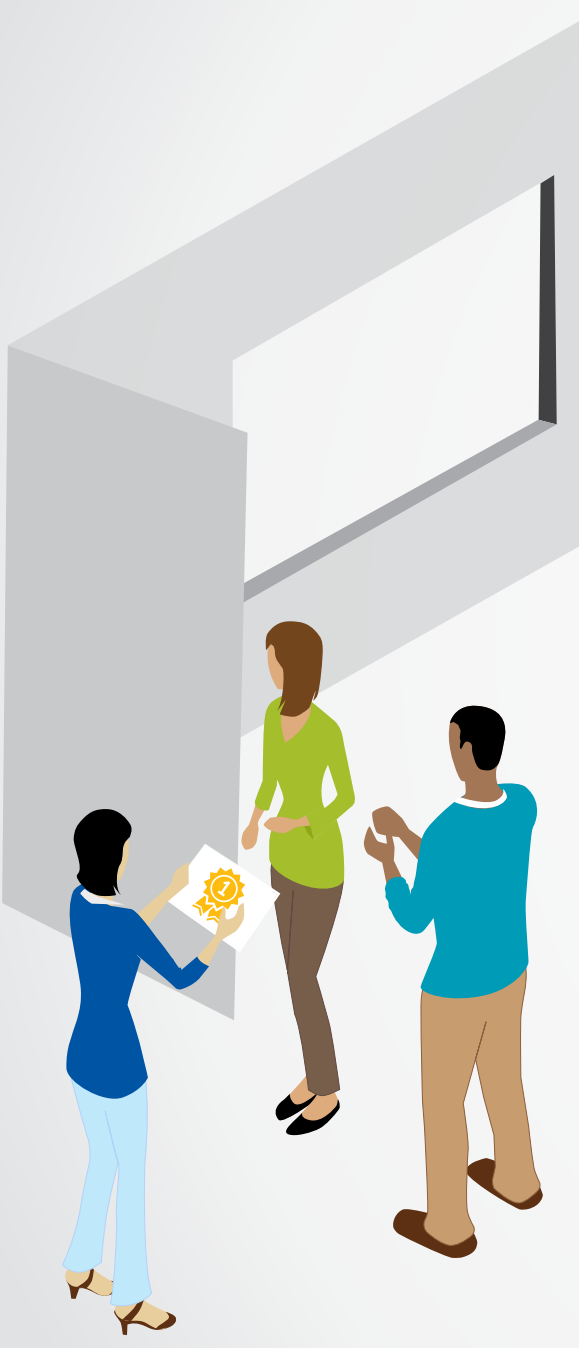
Cash is a "hygiene" factor, meaning organizations have to get pay right, but incremental investments do not have a significant impact. Intangible rewards are the most effective motivators.

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

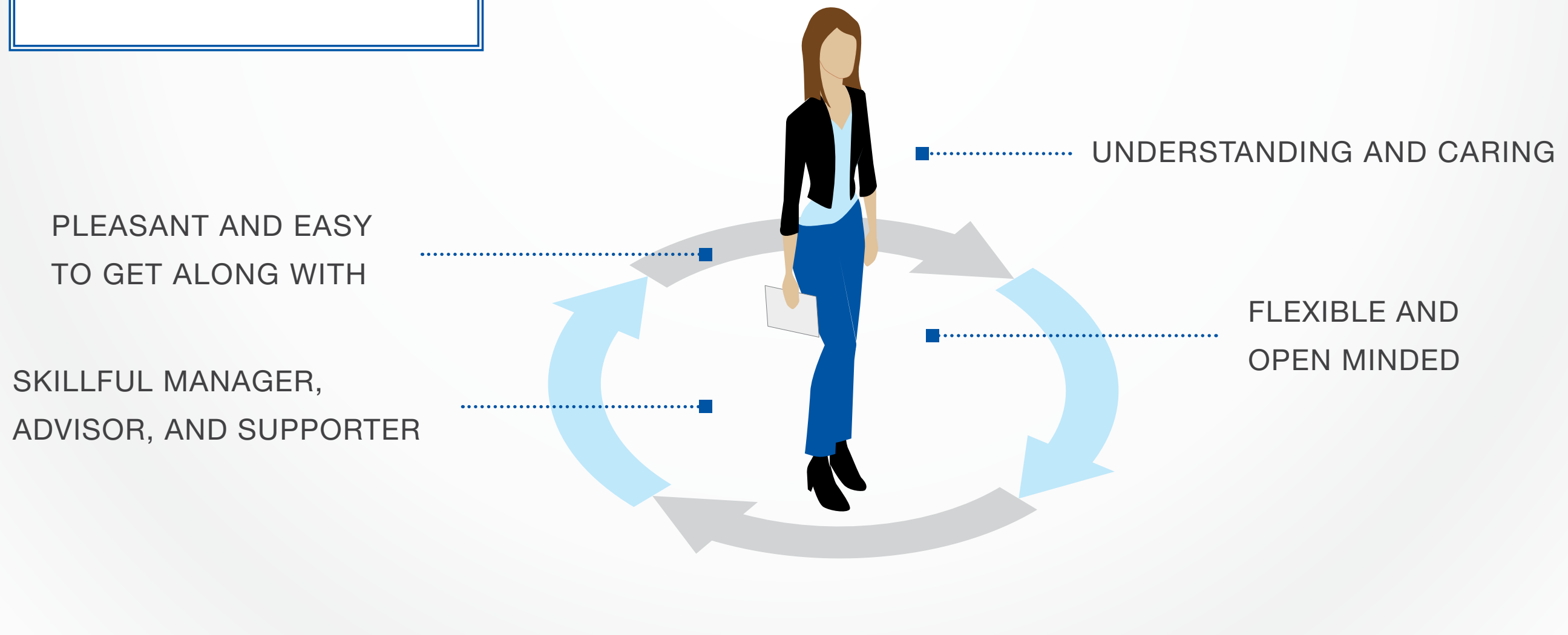
WORKPLACE CONCERNS
FOR MILLENNIALS ARE

- 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

- MYTH #1**
http://www.aon.com/human-capital-consulting/thought-leadership/talent_mgmt/2013_Trends_in_Global_Employee_Engagement.jsp
- MYTH #2**
<http://www.pnwswire.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>
<http://www.businessresultsthroughpeople.org/displaycommon.cfm?an=1&subarticleid=103>
- MYTH #3**
http://www.leadershipiq.com/wp-content/uploads/2013/02/Leadership-iQ-Whitepaper_Job-Performance-Not-Predictor-of-Engagement.pdf
- MYTH #4**
<http://www.astd.org/Publications/Magazines/TD/TD-Archive/2011/06/New-Managers-Feeling-Lost-at-Sea>
- MYTH #5**
http://www.accountingweb.com/sites/default/files/generationy_robert_half.pdf