

Enhancing Employee Engagement: Strategies for Success

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Nice to Meet You!

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Agenda

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**The Importance of
Communication,
Rewards, Recognition
& Culture**

2

**Understand
Trends &
Challenges**

3

**Know Your
People**

4

**Implement
Multi-Channel
Mediums**

5

**And,
Make a Plan**

6

Q&A

A man in a dark suit, white shirt, and striped tie is gesturing with both hands while speaking. He is positioned in front of a large screen that displays a donut chart with several segments. The background is a blurred office setting with large windows. The entire image has a blue tint.

1

The Importance of Communication, Rewards, Recognition & Culture

Engagement is the emotional connection between an employee and a company that drives measurable business results.

Engagement Dollars

Productivity

Engaged employees are **44% more productive** than workers who merely feel satisfied. (Bain & Company)

Companies with the highest levels of engagement are **21% more productive** than those with low levels of engagement. (Gallup)

Turnover

Employees who do not feel **adequately recognized** have a lower engagement and are **twice as likely** to say they'll **quit** in the next year. (Achievers)

It costs roughly **20%** of salary to **replace** a lost worker. (Zenefits)

Profitability

Businesses with the **highest** levels of **employee engagement** are **22%** more **profitable** than those with low levels of engagement. (Gallup)

In one recent case study, an Ohio-based manufacturer was able to **increase profits 24%** after measuring employee engagement. (Emplify)

Engagement Levels and Tactics

Awareness

(eyes & ears)

- Branding
- Announcement email, letter, postcard
- Signage

Understanding

(head)

- Town hall
- Video
- Infographic
- E-mail
- Print

Commitment

(heart)

- Conversation
- Wearable
- Involvement
- Online Forum

Action

(feet)

- Huddle
- Scoreboard
- Follow-Up
- Feedback

2

Trends & Challenges



So, a Little Info About People...



67%

of employees are better at completing tasks when communicated by video or text with images



10% - 65%

We remember about 10% of what we hear when tested 72 hours later. When visuals are added into the mix, the figure increases to 65%.



7 seconds

The average human's attention span. And a goldfish's? Well — 8 seconds



8th grade

Average U.S. literacy level



75%

Employees more likely to watch a video than read text



More people

own a mobile device than a toothbrush.

Communication Channel Challenges

Email



71% of employees **don't read** or engage with company **emails** or content

Intranet



Only **13%** of employees **use** the company **intranet** on a daily basis

FOMO



74% of employees have the feeling they **are missing out** on company news

Video



Employees are **75% more likely** to **watch a video** than read text

Magical Thinking



One Hit Wonder

One Email or one flyer even well designed or written is not going to do it.

The marketing rule of 7's states that a potential customer must see a message at least 7 times before they'll be provoked to take an action.

(Marketing Illumination)



Digital Tools

No one, single employee communication tool (App, website, decision support, texting, and etc) will solve all employee communication challenges

#multi-channel engagement



Behavior Economics

We have more control than what we think!

- Highlighting or underscoring information
- Path of least resistance
- What's in it for me

The Impacts of an Effective Campaign



Active Participation

Higher employee engagement, more collaboration and an increase in knowledge sharing.



Boost in Morale

Stronger employee job satisfaction and overall better employee experience.



Organizational Appeal

Recruiting and retention and the role communications play in helping recruit and retain talent.



Strong Sense of Your Value Proposition

Your benefits landscape helps convey what you stand for as a company—work-life balance, holistic well-being, trust, transparency, support and more.

AI on the Horizon



Web Chatbot

Use AI to answer common employee questions through a web chat bot.

In 2022, 88% of customers had at least one conversation with a chatbot.

(Tidio.com)



ChatGPT

ChatGPT can be an effective tool for employee communications by:

- Simplifying the complex
Creating content
- Improving customer service
 - Generating ideas and brainstorming

However, be mindful of:

- Accuracy
- Tone
- Legality



Voice AI

Use AI-generated voice to record on-demand presentations/overviews for employees.

- Script required
- Multi-language capabilities
- Free up your time to focus on other projects

A man with a beard is looking at a laptop screen in an office setting. The image is overlaid with a dark blue semi-transparent filter. The number 3 is prominently displayed in blue on the left side of the image.

3

Know Your People

Generations in the Workforce

THE SILENT GENERATION

Born before 1946



“I’m not ready to retire.”

2.4%

of the workforce

Business leadership with experience and respected senior employees

BABY BOOMERS

Born 1946–1964



“If you change my benefits, you’ll hear from me.”

28.9%

of the workforce

Vocal team players who stay late and believe in the value of hard work

GEN XERS

Born 1965–1979



“Let me do it my way.”

34.1%

of the workforce

Independent workers who value autonomy and work / life balance

MILLENNIALS

Born 1980–2001



“I’m worried about my finances — and the future.”

34.6%

of the workforce

Employees who like immediate feedback and work hard—until their shift ends

GEN-Z

Born after 2001



“I want to gain new skills and grow.”

1%

of the workforce

Entrepreneurially-minded realists, eager to gain new skills and grow in their roles

Drill Down to Your Specific Population

Important: Use **DATA!**

Persona Analysis

- **ProTip:**
If you have a high percentage of employees exiting their parents' plan — a little **Benefits 101** may be necessary

Behavioral / Utilization Data

- **ProTip:**
If a particular benefit is being underutilized, shine a spotlight on it during your OE time frame

***Example:** Telehealth*

Mind Your P's and Q's (and Other Letters, Too)

When communicating with employees:



Be Human

Act as if you were
face-to-face



Inclusivity

Create a welcoming
and accessible space
for everyone



Simplicity is Brilliance

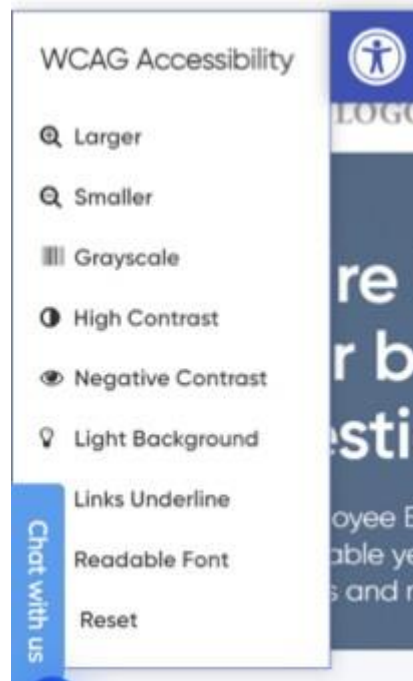
Keep complex
information short
and informative



Acknowledge Challenges

Accessibility is Inclusivity

- Translation
- Grade-level audit
- Compliance with web Content Accessibility Guidelines (WCAG)
- Closed captioning
- American Sign Language (ASL)
- Printing and fulfillment
- Inclusive language and imagery



4

Implement Multi-Channel Mediums

Getting the Message Out

Video



live & on-demand

Real-Time Updates



on microsites that
exist outside the
company firewall

Email



Teams/Slack



banners and ads
on intranets /
social channels

Text Messages



Make Information Easy to Access



Instant Information

- Pull vs. Push
- Make sure it exists **outside the company firewall**



Engage Spouses

- Technology, postcards, **home mailings**



Mobile is Key

- **95%** of Americans own a **mobile phone**
- **77%** of those are **smartphones**

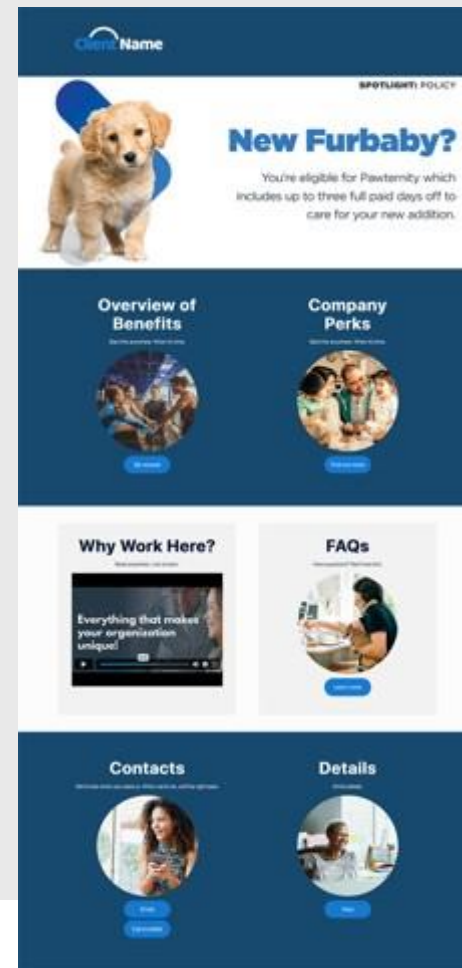
ProTip: Using your persona analysis – use caution with high percentage of ‘financially fragile’ employees and correct addresses for home mailings

Digital Communication Solutions

Benefit Websites



Virtual Web Page



Mobile App



Embedded Emails



Animated Videos

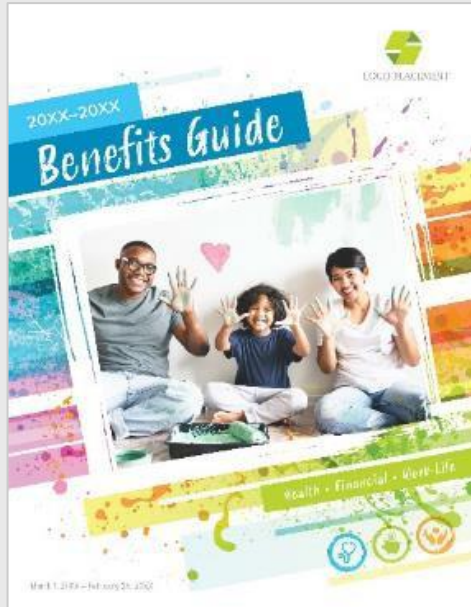


Digital Benefit Guides



Traditional Communication Solutions

Benefit Guide



Workplace Signage

The image shows a workplace signage poster for 'Benefits Open Enrollment'. It features a large '20XX' graphic and a photo of a family. The text 'Benefits Open Enrollment' is prominent. Below the photo, it says 'November 15 - 29, 20XX'. The poster explains that this is a once-a-year opportunity to make changes to benefits without a Qualifying Event. It lists actions that can be taken: Add, cancel, or change your coverage; Add or remove eligible family members; Enroll or re-enroll in the Health Care and/or Dependent Care Flexible Spending Accounts (FSAs). It also states that Open Enrollment is MANDATORY this year, even if you are not making any changes. A table at the bottom provides key dates for the enrollment period.

Benefits Open Enrollment

20XX

November 15 - 29, 20XX

This is your once-a-year opportunity to make changes to your benefits, without a Qualifying Event. During Open Enrollment, you can:

- ✓ Add, cancel, or change your coverage
- ✓ Add or remove eligible family members
- ✓ Enroll or re-enroll in the Health Care and/or Dependent Care Flexible Spending Accounts (FSAs)

Open Enrollment is MANDATORY this year, even if you are not making any changes.

WHAT'S HAPPENING	KEY DATES
Open Enrollment Begins	Monday, November 15, 20XX
Deadline to Enroll	Monday, November 29, 20XX
Benefit Elections Effective	January 1, 20XX

To learn more and make your benefit elections, log in to: www.BenefitsWebsite.com

Postcard

The image shows a postcard for 'Open Enrollment'. It features a scenic background of a forest and mountains. The text 'IT'S TIME FOR Open Enrollment' is prominent, with the dates 'November 15 - 30' below it. A QR code is included with the text 'SCAN TO VISIT'. Below the QR code, there is a section titled 'Open Enrollment' with a date range of 'November 15 - 30'. It lists actions that can be taken: Add, cancel, or change your coverage; Add or remove eligible family members; Enroll or re-enroll in the Health Care and/or Dependent Care Flexible Spending Accounts (FSAs). It also states that Open Enrollment is MANDATORY this year, even if you are not making any changes. A table at the bottom provides key dates for the enrollment period.

Open Enrollment

November 15 - 30

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Flyer/Handout

The image shows a flyer/handout for '2023 BENEFITS'. It features a large '2023 BENEFITS' graphic and a photo of a person working on a laptop. The text 'IT'S TIME FOR Open Enrollment' is prominent, with the dates 'November 15 - 30, 2023' below it. A QR code is included with the text 'SCAN TO VISIT'. Below the QR code, there is a section titled 'Open Enrollment' with a date range of 'November 15 - 30'. It lists actions that can be taken: Add, cancel, or change your coverage; Add or remove eligible family members; Enroll or re-enroll in the Health Care and/or Dependent Care Flexible Spending Accounts (FSAs). It also states that Open Enrollment is MANDATORY this year, even if you are not making any changes. A table at the bottom provides key dates for the enrollment period.

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IT'S TIME FOR Open Enrollment

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Challenge + Solution

You're implementing a new Plan

- Have a **clear call to action**
- Use **multi-channel engagement** to reach everyone

Employees need to take action

- Create an **off-cycle education campaign**
- During OE, **focus on potential risks and benefits** of plans
- Host **Plan-specific videos / OE webinars**

Employees don't understand their benefits

- **Simplify** your content
- Keep at **8th grade reading** level
- Build a **Benefits 101** Library

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Make a Plan



Formalize a Plan!

Identify:

Audience

Who are you trying to reach?

Vehicles

How will you reach them?

Call to Action

What do you want employees to do?

Timing

When will you distribute?

And jot it down!

6

Q & A



Thank you.



HRCI Credits: 639251



SHRM Credits: 23-AFYG2