Enhancing Employee Engagement: Strategies for Success

Brought to you by HUB International

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Nice to Meet You!

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Agenda

1. 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

The Importance of Communication, Rewards, Recognition & Culture
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

<table>
<thead>
<tr>
<th><strong>Productivity</strong></th>
<th><strong>Turnover</strong></th>
<th><strong>Profitability</strong></th>
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<tbody>
<tr>
<td>Engaged employees are 44% more productive than workers who merely feel satisfied. (Bain &amp; Company)</td>
<td>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)</td>
<td>Businesses with the highest levels of employee engagement are 22% more profitable than those with low levels of engagement. (Gallup)</td>
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<tr>
<td><strong>Companies</strong> with the highest levels of engagement are 21% more productive than those with low levels of engagement. (Gallup)</td>
<td>It costs roughly 20% of salary to replace a lost worker. (Zenefits)</td>
<td>In one recent case study, an Ohio-based manufacturer was able to increase profits 24% after measuring employee engagement. (Emplify)</td>
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## Engagement Levels and Tactics

<table>
<thead>
<tr>
<th>Awareness (eyes &amp; ears)</th>
<th>Understanding (head)</th>
<th>Commitment (heart)</th>
<th>Action (feet)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Branding</td>
<td>• Town hall</td>
<td>• Conversation</td>
<td>• Huddle</td>
</tr>
<tr>
<td>• Announcement email, letter, postcard</td>
<td>• Video</td>
<td>• Wearable</td>
<td>• Scoreboard</td>
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<tr>
<td>• Signage</td>
<td>• Infographic</td>
<td>• Involvement</td>
<td>• Follow-Up</td>
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<tr>
<td></td>
<td>• E-mail</td>
<td>• Online Forum</td>
<td>• Feedback</td>
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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
3 Know Your People
## Generations in the Workforce

<table>
<thead>
<tr>
<th>Generation</th>
<th>Birth Range</th>
<th>Description</th>
<th>Percentage of Workforce</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>THE SILENT GENERATION</strong></td>
<td>Born before 1946</td>
<td>“I’m not ready to retire.”</td>
<td>2.4%</td>
</tr>
<tr>
<td><strong>BABY BOOMERS</strong></td>
<td>Born 1946–1964</td>
<td>“If you change my benefits, you’ll hear from me.”</td>
<td>28.9%</td>
</tr>
<tr>
<td><strong>GEN XERS</strong></td>
<td>Born 1965–1979</td>
<td>“Let me do it my way.”</td>
<td>34.1%</td>
</tr>
<tr>
<td><strong>MILLENNIALS</strong></td>
<td>Born 1980–2001</td>
<td>“I’m worried about my finances — and the future.”</td>
<td>34.6%</td>
</tr>
<tr>
<td><strong>GEN-Z</strong></td>
<td>Born after 2001</td>
<td>“I want to gain new skills and grow.”</td>
<td>1%</td>
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</tbody>
</table>

**Business leadership** with experience and respected senior employees: 2.4% of the workforce

**Vocal team players** who stay late and believe in the value of hard work: 28.9% of the workforce

**Independent workers** who value autonomy and work/life balance: 34.1% of the workforce

**Employees who like immediate feedback** and work hard—until their shift ends: 34.6% of the workforce

**Entrepreneurially-minded realists**, eager to gain new skills and grow in their roles: 1% of the workforce
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
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**
**ProTip:** Using your persona analysis – use caution with high percentage of ‘financially fragile’ employees and correct addresses for home mailings

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**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

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**PEW Research Center Survey 2018**
Digital Communication Solutions

- Benefit Websites
- Virtual Web Page
- Mobile App
- Embedded Emails
- Animated Videos
- Digital Benefit Guides
Traditional Communication Solutions

**Benefit Guide**

**Workplace Signage**

**Postcard**

**Flyer/Handout**
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

Challenge + Solution
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!
Thank you.

HRCI Credits: 639251

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