

# Invest in your people to grow your organization's top line

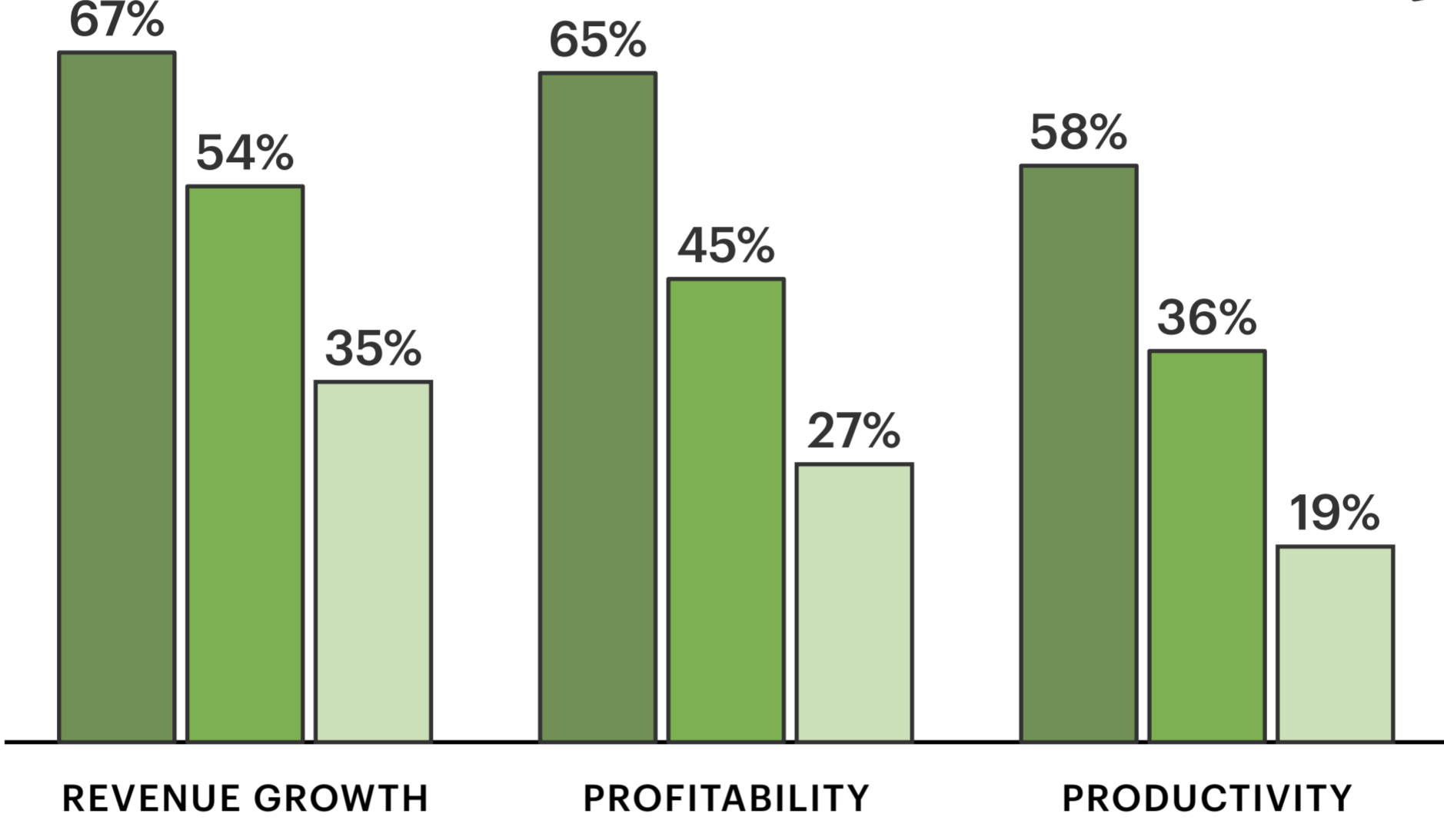
What happens when organizations invest in resources to help their employees become both highly engaged and strong performers?

They outperform their competition on a variety of business metrics, from revenue growth to quality, customer satisfaction, productivity, profitability, and more.\*

## Improvement in key business metrics

Percent of business leaders who say the following metrics have improved over the past two years

- Leaders:** Orgs that believe their employees are both strong performers and highly engaged.
- Followers:** Orgs that call their employee engagement and performance "middling" or "varied."
- Laggards:** Orgs that say they have see both low performance and engagement from their employees.



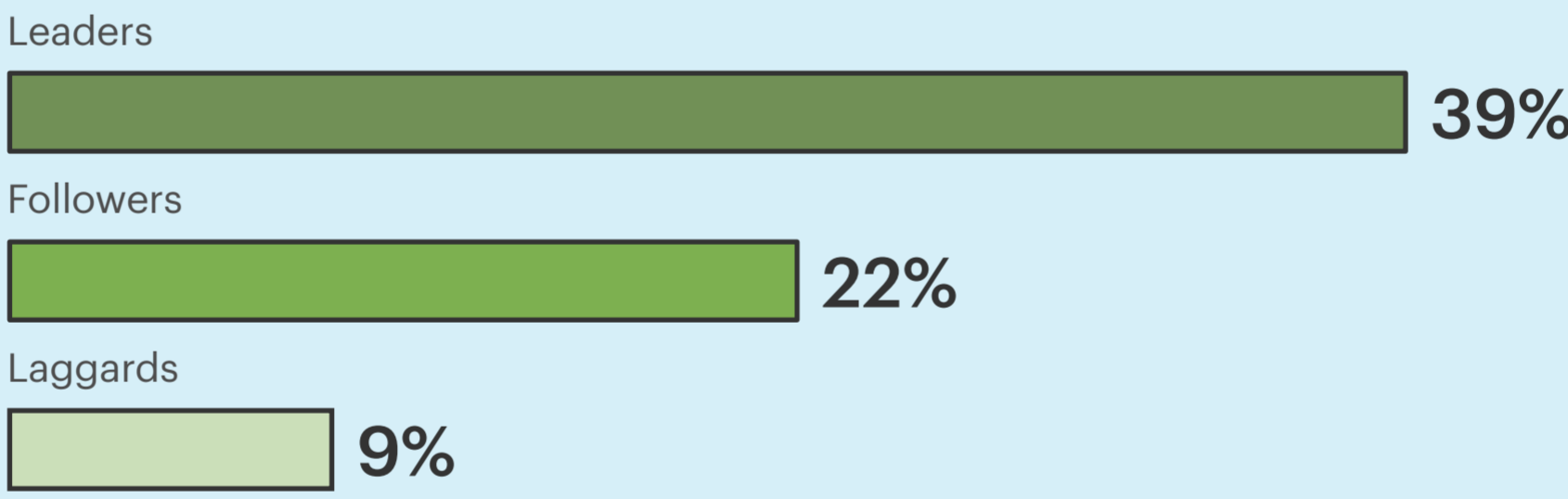
Your people, when engaged and high performing, can have a huge positive impact on your business.

## Three ways to invest in employee engagement and performance

### 1 Talk about employee engagement at the leadership and management levels

Leader organizations are nearly twice as likely as followers and four times as likely as laggards to discuss employee engagement at management meetings frequently or at every other meeting.

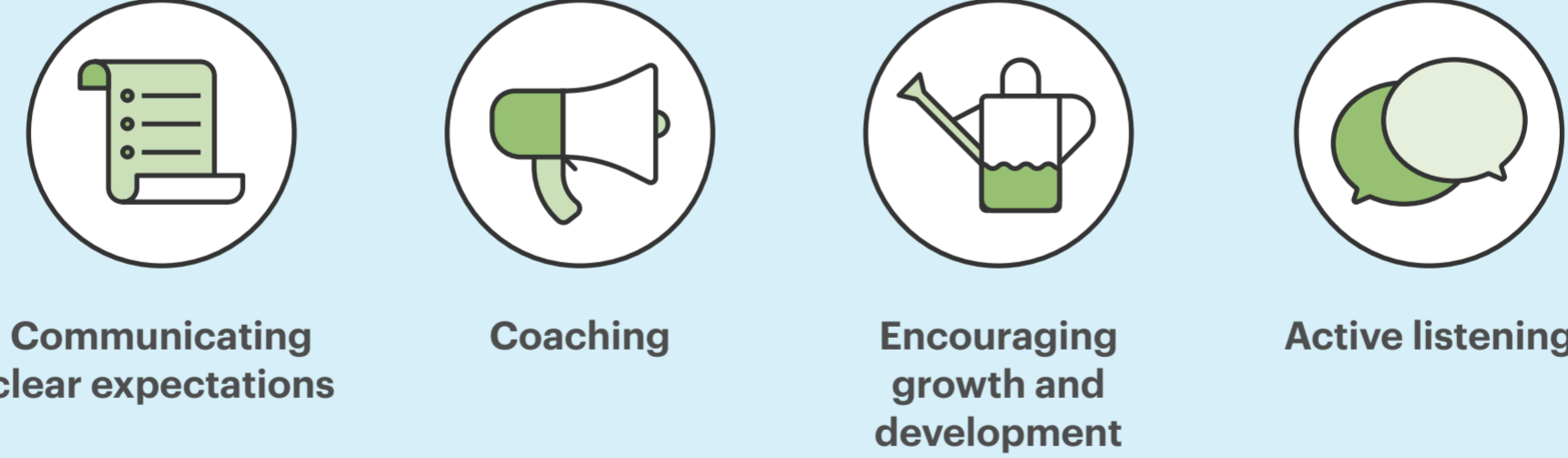
PERCENT OF BUSINESS LEADERS WHO SAY THEY FREQUENTLY DISCUSS EMPLOYEE ENGAGEMENT AT MANAGEMENT MEETINGS



### 2 Provide your managers with leadership training

Leader organizations equip managers with the skills and mindset that emphasize employee development.

TOP FOUR MANAGER-TRAINING AREAS AT LEADING ORGANIZATIONS

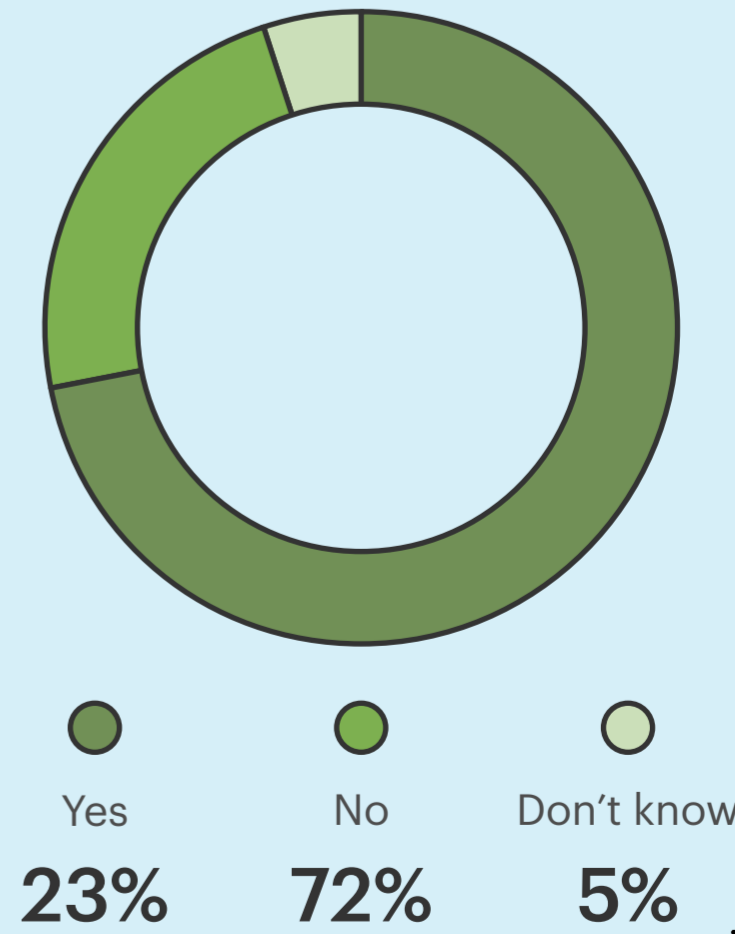


### 3 Give managers access to data

The majority of organizations surveyed said it is very important to have access to data to understand what motivates and engages their employees, but less than a quarter actually have access to the data they need.

This makes it difficult for managers to determine the right conversations and actions that will help increase performance and engagement.

PERCENT THAT SAY THEY HAVE ACCESS TO THE PERFORMANCE DATA THEY NEED



When organizations take these steps, they're investing in their employees and increasing their likelihood of long-term business success.

[LEARN MORE ABOUT HOW TO INVEST IN YOUR PEOPLE TO GROW YOUR TOP LINE.](#)