

## WHY MEASURE EMPLOYEE ENGAGEMENT?

Recent media attention has focused on the meaning of “engagement” and how to make employees more engaged. By definition, employees feel engaged when they find personal meaning and motivation in their work, receive positive interpersonal support, and operate in an efficient well-resourced work environment.

However, while employee engagement is gaining the attention it deserves little progress appears to have been made at the coal face with recent Marketshare studies reporting that on average only:

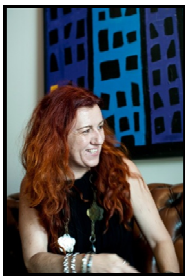
- ▲ 28% of the working population are engaged and considered to be loyal and productive
- ▲ 51% are not engaged feeling they are “just putting in time”
- ▲ 21% are actively disengaged but happy to spread their discontent.

Employee engagement is clearly related to employee productivity. Creating an environment that encourages employee engagement is considered to be essential in the effective management of human capital. Our research shows that when engagement scores are high, employees are more satisfied, less likely to leave an organisation, and are more productive.

Each organisation is different, and there are many factors that can affect bottom-line outcomes. However, engagement scores can serve as meaningful predictors of an organisation’s long-term success.

Understanding what is important to your employees and exactly what they think and feel about your organisation is the first step in developing strategies to address employee engagement or more correctly disengagement. And that is the core of our work.

If you would like to receive a full copy of this white paper please email: [colin.caust@marketshare.com.au](mailto:colin.caust@marketshare.com.au)



### About the authors

#### **Rosanna Londero, Executive Director**

Rosanna continues to collaborate with and advise an extensive range of clients from international organisations, SMEs to small start-ups. Rosanna’s specialist skills lie in guiding clients to develop deeper understanding through research that leaves them with greater confidence and commitment and a clearer direction for the future.



#### **Colin Caust, Executive Director**

Colin has acquired extensive experience in a career spanning two decades in market, social and psychological research. In his position as Director of Research he works with a wide range of public and private sector clients to conduct investigative research and to implement evaluation and validation research designs.