

SPECIAL REPORT

**NEW PLAN PREPARES VOLUNTEER COACHES
TO DRIVE ENGAGEMENT AND RETENTION**



TREVOR E S SMITH SUCCESS WITH PEOPLE™ ACADEMY

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Special Report:

Bartering Deal Resolves Shocking Employee Engagement And Retention Crisis

THE EMPLOYEE ENGAGEMENT CRISIS

Employee Engagement and the Retention of Talent continue to challenge leadership across the globe. Greater job opportunities and a shift in mind-sets related to attachment to an organization are fuelling costly staff turnover.

We have pulled together statistics that highlight the depth of the challenge and primary factors underpinning the problems:

Low Engagement nightmare:

- Disengaged employees cost organizations between \$450 and \$550 billion annually. ([The Engagement Institute](#))
- 15% of employees worldwide are engaged in their jobs ([Gallup](#))
- 12% of businesses are happy with current levels of employee engagement ([CBI](#))
- 47% of HR leaders cited employee turnover and retention as their top challenge ([Globoforce](#))

Retention challenges:

- 37% of engaged employees are looking for jobs or are open to new opportunities, as are 56% of not engaged employees and 73% of actively disengaged employees. ([Gallup](#))
- 29% of professionals plan to look for a new position in the next 12 months ([Accountemps](#))
- 35% of hiring decision makers expect more employees to quit over the next 12 months ([Glassdoor](#))
- 60-70% of employee turnover is voluntary ([ADP](#))

- Employers say there's a 40% turnover rate among workers (CareerBuilder)

The low Employee Engagement issue is not going away. Gallup shocked the world in 2013 with the results of research on the *State of The American Workplace*. The study revealed that only 30 percent of the nation's workers were fully engaged in their jobs.

Since then, organizations have launched a variety of well-intentioned missions, campaigns and strategies with a view to arresting the downward spiral in Employment Engagement. These initiatives sometimes provide a feeling that significant progress is being made.

However, the harsh reality is that little ground has been gained.

Urgent attention must be given to crafting new approaches that actually deliver higher levels of Employee Engagement. The payoff is too great to forego active experimentation and adoption of alternative approaches.

Organizations with high employee engagement outperform those with low employee engagement by 202%. (Business2Community)

Employee engagement programs can increase profits by \$2400 per employee per year. (Workplace Research Foundation)

Highly engaged employees are 87% less likely to leave their company. (Office Vibe.)

Highly engaged business teams result in 21% greater profitability. (Gallup)

Companies with engaged employees see 233% greater customer loyalty and a 26% greater annual increase in revenue. (Aberdeen)

55% of businesses think that stronger engagement would improve their ability to either retain, recruit or carry out succession planning (CBI)

44% of businesses think improved employee engagement would lead to them better being able to retain, whilst 36% think it would have a positive impact on recruitment (CBI)

GLEANINGS FROM THE STUDIES

This Special Report has distilled two critical failings of current engagement strategies and presents strategies to overcome them.

What is being done?

The most popular methods to actively manage and drive employee engagement: drafting employee engagement surveys (55%), creating culture committees and events (29%), and offering employee resource groups (20%). ([CultureIQ](#))

The statistics confirm that there is a lot of investment in data collection and the provision of potentially supportive infrastructure. Committees and resource groups abound.

Missing Component #1

The fundamental weakness with most of these approaches is the failure to provide easily-accessible, competent, high-touch reference points across the organization.

Engagement is not really responsive to meetings, events and policies. Much more traction is achieved by having in place mechanisms that facilitate ready access to discourse with a trusted coach-mentor who can empathize, guide, motivate and re-direct team members.

The challenge is to devise cost-effective and logistically-friendly strategies to equip more individuals to undertake some of the roles that are usually performed by HR/Talent Management or Leadership personnel.

We outline a fully-developed solution below.

Missing Component #2

Employees with all three of these elements – good fit, high engagement, 10+ years at an organization – perform 18% higher than the average employee and 35% higher than a worker who lacks all three elements (Gallup)

5% of employees have the right fit, high engagement and 10+ years at the same organization (Gallup)

Employees who use their strengths, skills, and abilities every day are six times more likely to be engaged at work, 8% more productive, and 15% less likely to leave their jobs. (Gallup)

Organizations who get this maxim right, get high levels of engagement:

Right people, in right roles, working in the right environment under the right leadership.

The maxim embraces all HR and Talent Management processes from Vision alignment, through Recruitment, Selection and Onboarding, Performance Management and Rewards, and embraces Career and Succession Planning as well as Learning and Development.

More organizations are relying on the development of Competency Frameworks to achieve *right fit* objectives and benefits for their organizations.

The use of a competency-based, template-matching Candidate Screening Solution adds instant value. It ensures that the vision is reflected in recruitment and selection processes. We strongly recommend role-fit solutions on the revolutionary FinxS platform from Extended DISC.

THE WAY FORWARD

There is widespread recognition that viable engagement strategies are an urgent necessity.

90% of leaders think an engagement strategy would help. Less than 25% have one. (Office Vibe.)

Interestingly, the statistics pointedly prescribe the thrust of viable engagement strategies.

The secret to boosting engagement is engagement!

The prescription is clear:

- 1. Increase the level of exposure to empathetic, motivating and empowering direct contact.**

92% of employees say showing empathy is an important way to advance employee retention. (Businessolver)

70% of employees say that motivation and morale would improve massively with managers saying thank you more. (Reward Gateway)

- 2. Use learning and development as the center-piece of the strategy.**

42% of L&D professionals who indicated their employees were highly engaged in learning were also highly engaged overall at the organization (Findcourses.com)

70% of employees believe training could help them become more focused on the job and better at managing their time, but 66% have never asked their managers for such training (Udemy)

31% of retail employees said that training makes them feel extremely engaged (Axonify)

3. Incorporate a strong coaching and mentoring component

83% of workers participating in a mentoring program admitted that their experience positively influenced their desire to stay at their organization (River)

80% of employees felt more engaged when their work was consistent with the core values and mission of their organization. (IBM)

4. Challenge employees

83% of employees with opportunities to take on new challenges say they're more likely to stay with the organization. (ReportLinker)

70% of employees ranked being empowered to take action at work when a problem or opportunity arose as an important element of their engagement. (SHRM)

A TURN-KEY SOLUTION

Smart organizations are solving the low Employee Engagement challenge through a clever bartering deal.

The strategy is driven by a simple 3-step plan!

Select Coach-Mentor Volunteers

Send out an invitation to reliable, respected team members who have the capacity and interest in coaching and mentoring.

Use the Done-for-you Selection Criteria, Invitation Notifications and Mentoring Guidelines that are included in the purpose-driven Certified Behavioral Coach program to facilitate the recruitment, selection and orientation of volunteers.

Offer the clever bartering deal

Offer to enrol volunteers in the Certified Behavioral Coach program that is accredited by the International Coach Federation (ICF); the Society for Human Resource Management (SHRM) and Extended DISC International.

In return, volunteers apply their knowledge and use fully developed, turn-key content to coach and mentor other team members.

Drive the done-for-you Coach-Mentoring Program

Certified Behavioral Coach candidates benefit from the live weekly coaching sessions and have full access to a resource-rich Membership Community with Webinar replays, Bonus Courses, Blog posts and Discussion Forum.

Coach-Mentors use those resources to empower successive groups of future-leaders including the growing band of Millennials.

This 3-step plan addresses Employee Engagement at multiple levels with huge savings!

WHAT YOU SHOULD KNOW

The Success with People™ Academy prepares Team Leaders at all levels to address the challenges of low Employee Engagement comprehensively. The Academy's "**Certified Behavioral Coach**" program is accredited by both the International Coach Federation (ICF) and the Society for Human Resource Management (SHRM).

[Click here to access a no-cost tour of the Certified Behavioral Coach Membership Community.](#)

Your tour will give you access to Webinars, Blog posts, and Done-for-you Courses.

The expanding list of courses include:

Enhancing Personal Influence | DISCerning Communication | Time and Risk Management | Effective Team Leadership | Giving and Receiving Feedback | Managing Change | Sexual Harassment | Breaking Bad Habits | Project Management | DISCerning Listening | Making Presentations | Speaking Under Pressure | Understanding and Navigating Conflict | Mediation and Problem Solving | DISCerning Leadership - Patterns, Pitfalls, Pathways | Developing Unity and Harmonious Cooperation | Navigating the Internet - Ethics and Pitfalls

[Click here for access to the Certified Behavioral Coach Membership Community.](#)

Choose the no-cost Tour option.

You can also e-mail us at: info@swpacademy.com

References:

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