

NOW IS NOT THE TIME TO WORRY ABOUT EMPLOYEE SATISFACTION AND PRODUCTIVITY. RIGHT?

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In today's turbulent business world, the headlines dominate with news of consolidations, restructuring and downsizing. This news directly impacts relationships, motivation, communication, and innovation – all key components to keeping your business on top of its game.

Today's top-performing organizations also know that employee engagement is a key component to winning in the marketplace. Best described as the level of involvement, commitment, and satisfaction employees have with their work, employee engagement is more than a human resources initiative – it's a strategic foundation for driving business outcomes.

As organizations wrestle with the chaotic landscape of the business world, employee engagement levels are expected to reach record lows in the coming years. The result of these decreases will dramatically affect employers and cost unprecedented amounts of money in lost productivity, unhappy employees, and unsatisfied customers. Surprisingly, Gallup estimates that disengaged employees will erode the bottom line of today's businesses by more than \$300 billion in lost productivity alone.

Studies have quantified a direct financial link between customer satisfaction, productivity, and employee engagement. According to Gallup, when employee engagement strategies are linked to achieving corporate goals, organizations win in the marketplace. In fact, Gallup's research has proven that organizations with high employee engagement have 2.6 times the earnings per share growth rate compared to organizations with lower engagement in the same industry. Likewise, the Service Profit Chain model, developed by a group of Harvard University researchers, establishes a direct correlation between profitability, customer loyalty, employee engagement, and productivity.

Many drivers influence high employee engagement. Starting with a clear line of sight, organizations must align employee goals to the organization so employees understand how they contribute to the overall organization. Process and performance also play key roles. At the heart of the Service Profit Chain, process sets the stage for how work is to be completed, who is accountable, what will be measured, and what success will look like. When goals are aligned and processes and performance are measured, a commitment to communication at all levels is essential. The ultimate result is a net gain to the bottom line.

Clearly, now is *not* the time for organizations to take their eye off the employee engagement ball.

At the core of Sicora Consulting Inc.'s (SCI) approach is the **Insights Discovery System**, a preference-based system with a foundation in the work of Carl Jung. The approach is

fun and interactive, giving employees a language and framework to better understand their own personality, to identify other personalities, and adapt to different communication needs. Our solutions help organizations apply the **Insights** results in several key areas of their business, including:

- Building new project teams
- Fostering relationships within existing teams
- Hiring new employees
- Increasing sales effectiveness
- Processing through change initiatives
- Leadership development
- And others

Sicora Consulting Inc. (SCI) creates innovative, comprehensive solutions that affect every employee, manager, and leader within any sized organization. Through our partnership approach, our clients have seen a significant impact of our strategies to their bottom line, ranging from 200 to 2000%.

If you are interested in giving the Insights Personal Discovery Profile a test drive to see how it could positively impact your business, contact Sicora@SicoraConsulting.com. We will forward you the web-based link, and you'll need 10-12 minutes to complete the profile. Your profile is confidential, and will be returned to you in ~72 hours after completion.