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Employee Communications & Recognition

To be competitive and progressive, companies need a workforce that is aligned with leadership and business practices, vision, and mission. This often breaks down when older practices and policies created by baby boomers are not aligned with a 70+% millennial workforce. According to Gallup, companies with an engaged workforce outperform competitors by over 200%.

Companies need to have a continuous engagement model that encourages and empowers employees to be innovative, goal driven, and successful. Here are some proactive suggestions:

Real-Time Recognition: 80+% of employees are motivated by recognition. This can come from leadership, peers, and direct reports. By providing real time feedback rather than exclusively annual reviews, employees can be encouraged to change, learn, adapt, and comply with company policies, programs, and processes. The velocity of communications enhances the effectiveness of messaging and recognition. Technology can provide mobile access to feedback and recognition.

Employee Sentiment Tracking: Disengagement is a key reason for turnover. Engaged employees are the cornerstone for success. Some companies do annual employee surveys; many companies do not survey at all. Neither is the solution because they do not detect problems or inconsistencies. Try mobile

pulse surveys on a more frequent pace that allows anonymous feedback and utilizes technology to share results, secure suggestions, and encourage collaborative dialogue.

Real-Time Goal Setting: Highly engaged employees expect weekly feedback, performance measurement, and goal setting for the next week and short term deliverables. Tracking employee performance against expectations and business goals can be accomplished in person or via mobile applications. This is a discipline that leadership needs to adapt weekly or biweekly to ensure all parties are in alignment with goals and performance criteria.

Analyze Impact on Performance: Retaining and motivating engaged employees is a key to success. Analyzing workforce performance, providing continual feedback, identifying opportunities for improvement, welcoming suggestions for change, and recognizing achievements on a real time basis will create better alignment, improve retention, increase employee engagement, and drive performance.

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- In last 46 years, US debt has grown from \$1 trillion to \$58 trillion?
- USA consumes the most food per capita?
- People unemployed for 15+ weeks is at 2.1% while national rate is now 4.9%?

- A bay scallop may have up to 100 brilliant blue eyes?
- Apple has more cash than the U.S. Treasury?
- Denali National Park (Alaska) has six million acres?
- A football coach is the highest paid public employee in over 50% of all states in USA?

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