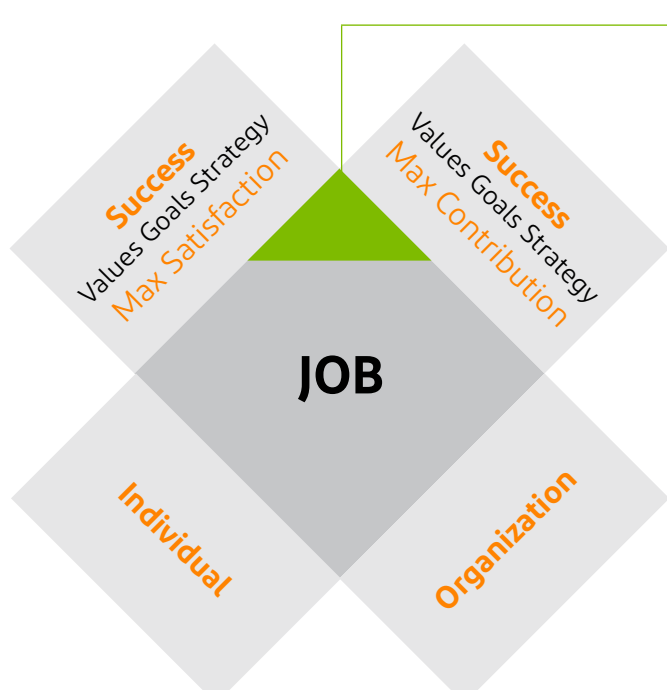


Trust, Leadership & Employee Engagement

Full employee engagement aligns job satisfaction and performance.

What is Employee Engagement?



Full Engagement
Employee engagement is determined by an individual's level of contribution and satisfaction in their role. Engaged employees are motivated and excited to use their skills to make a positive impact on the business.

Contribution and Satisfaction

Having engaged employees means increased productivity and higher job satisfaction. Here's how engagement levels influence workers.



The Engaged



They contribute fully to the success of the organization and find great satisfaction in their work.

Almost Engaged



These are high performers who are reasonably satisfied with their jobs. They can be inconsistent but are worth investing in.

Honeymooners & Hamsters



Honeymooners are new and happy to be there. They have yet to find their stride. Prioritize helping these employees advance.

Crash & Burners



These employees are top producers who aren't achieving personal success and satisfaction and can potentially bring down colleagues.

The Disengaged



The employees feel disconnected from business priorities, underutilized and unsatisfied. Their exit could benefit all parties.

Hamsters may be working hard but are working on non-essential tasks, contributing to little company success. Work with these employees so that other workers don't have to compensate.

Who Do Employees Trust?

Executives



Trust in executives can have more than twice the impact on engagement levels than trust in immediate managers.

Immediate Managers



However, employees are more likely to trust their immediate managers than the executives in the organization.

How to Improve Engagement

What employees are looking for to improve their performance.



20%

of employees want **More Clarity**



20%

of employees want **More Resources**



19%

of employees want **More Feedback**

Source: <http://www.blessingwhite.com/ee2013>

About EmBrand

EmBrand is an integrated employer branding firm. EmBrand's principals and associates have been building international and national brands for over three decades. The company's brand process has been proven in the competitive world of brand management for both B2B and B2C markets. Let EmBrand put its unique, proprietary brand process to work for you to define, manage and build your Employer Brand.

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