

# The Engagement Opportunity

Today more than ever, employees want more than paychecks. They want purpose and meaning from their work. They're seeking relationships with supervisors who can mentor them.

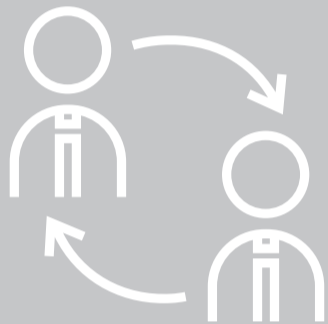
They want to be engaged. Every day.

For employers, this new generation of workers comes with challenges—a lot of challenges. But it also presents an incredible opportunity.

## The Benefits of Engagement. By the Numbers.

Absenteeism:

**41%**  
lower



Turnover

**59%**  
lower

Employee safety incidents

**41%**  
fewer



Productivity

**17%**  
higher

Sales

**20%**  
Higher



Profitability

**21%**  
higher

Sources: "Building a high development culture through your employee engagement strategy"/Gallup® ibid

### 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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YOUR BRAND AT WORK

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