Emplify

Building an Employee Engagement Strategy for 2020

Santiago Jaramillo

Founder, CEO of Emplify

Santiago's Story

Adaptability

A Lot Has Changed Since 1995

19-year-old Tiger Woods proudly hugs his winning trophy during the 1995 U.S. Amateur Championship tournament.

A Lot Has Changed Since 1995

Friends finishes its first season, becoming a pop culture phenomenon.
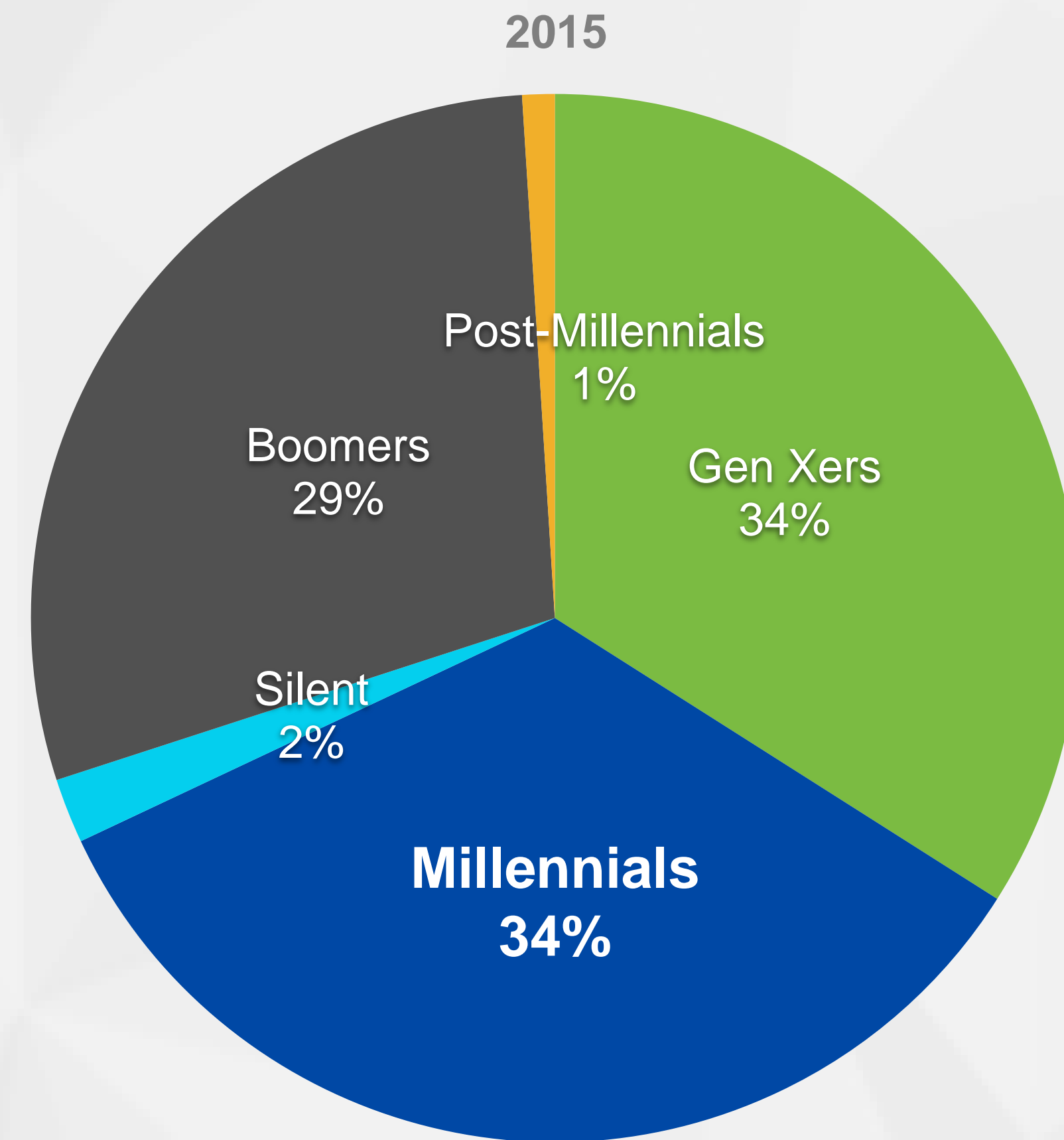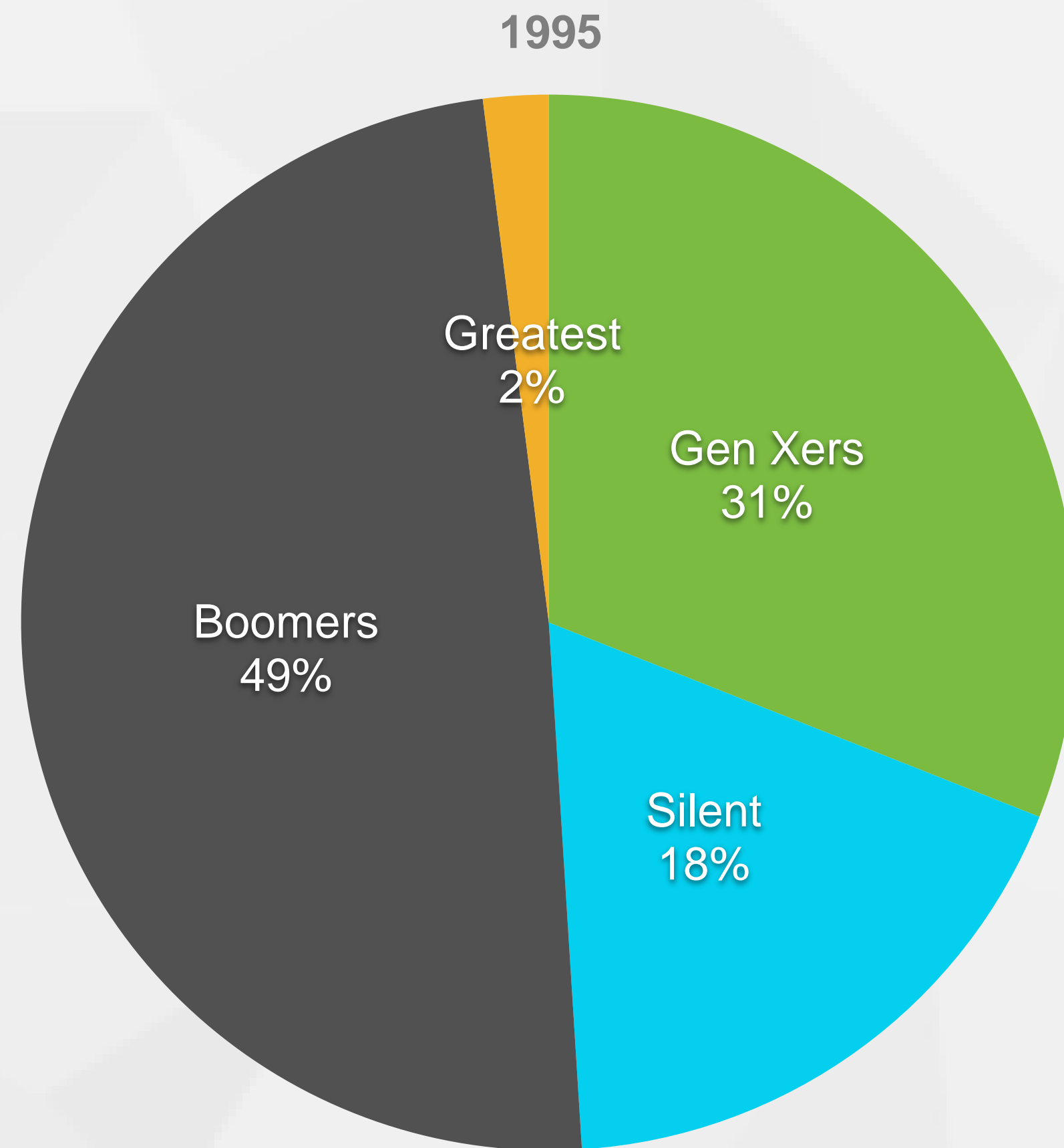
A Lot Has Changed Since 1995

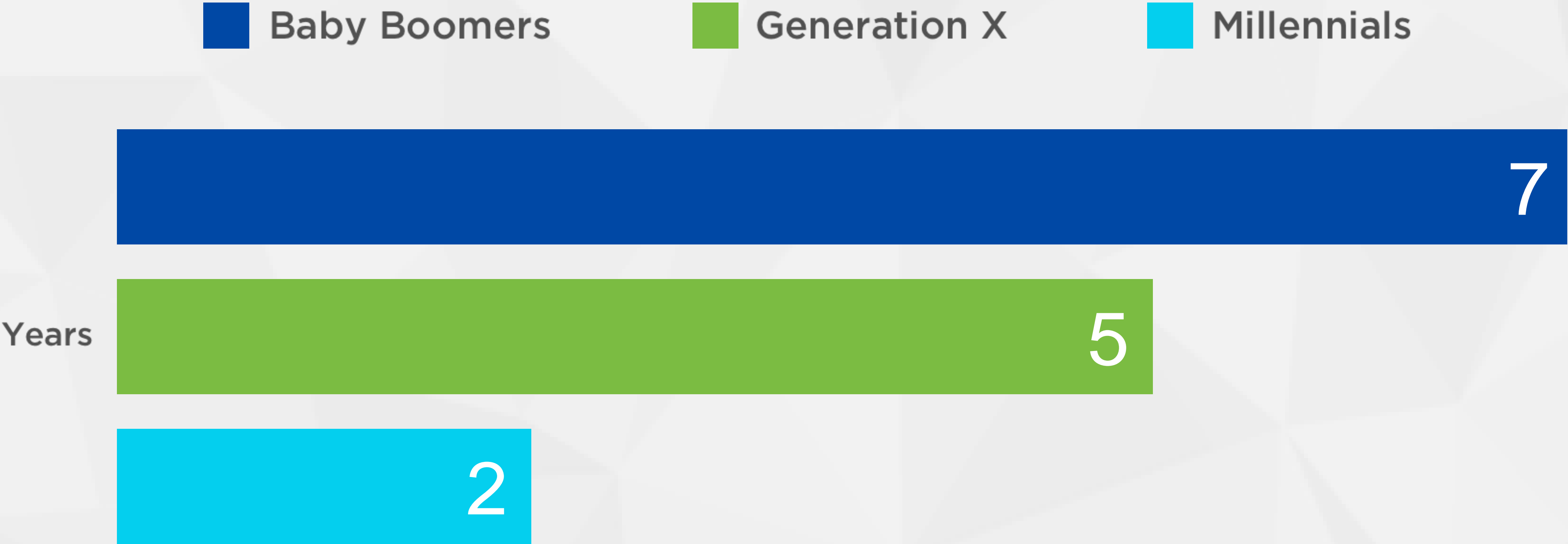And in case you forgot, mobile phones used to look like this.

Millennials Now Largest Generation

U.S. Labor Force Composition by Generation

1995

- Greatest 2%
- Gen Xers 31%
- Silent 18%
- Boomers 49%

2015

- Post-Millennials 1%
- Gen Xers 34%
- Boomers 29%
- Silent 2%
- **Millennials 34%**

*PEW Research Center

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58% of millennials expect to switch jobs in three years or less.

It's important to engage millennials by playing to what they value most.

Why Does This Matter?

Cost

"For the average employee, it costs upwards of 150% of their annual salary to replace them."

-Zen Workplace

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Why Does This Matter?

Time

"The time to fill vacancies hit an all-time high
in May 2015 with an average of 27.8 working days."

-DHI Hiring Indicator

Why Does This Matter?

Brand Reputation

"Seventy-five percent of Americans said they wouldn't be willing to work for a company with a bad reputation—even if they are currently unemployed."

-DHI Hiring Indicator

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Employees Want to Stay If They Are Engaged

"Highly engaged employees are 87% less likely to leave their companies than their disengaged counterparts."

- Corporate Leadership Council

Today's Engagement Crisis

Only 30% of U.S. employees are engaged in their jobs.

*Gallup

Decreased Engagement Means:

22% lower utilization and productivity

50% higher turnover rate

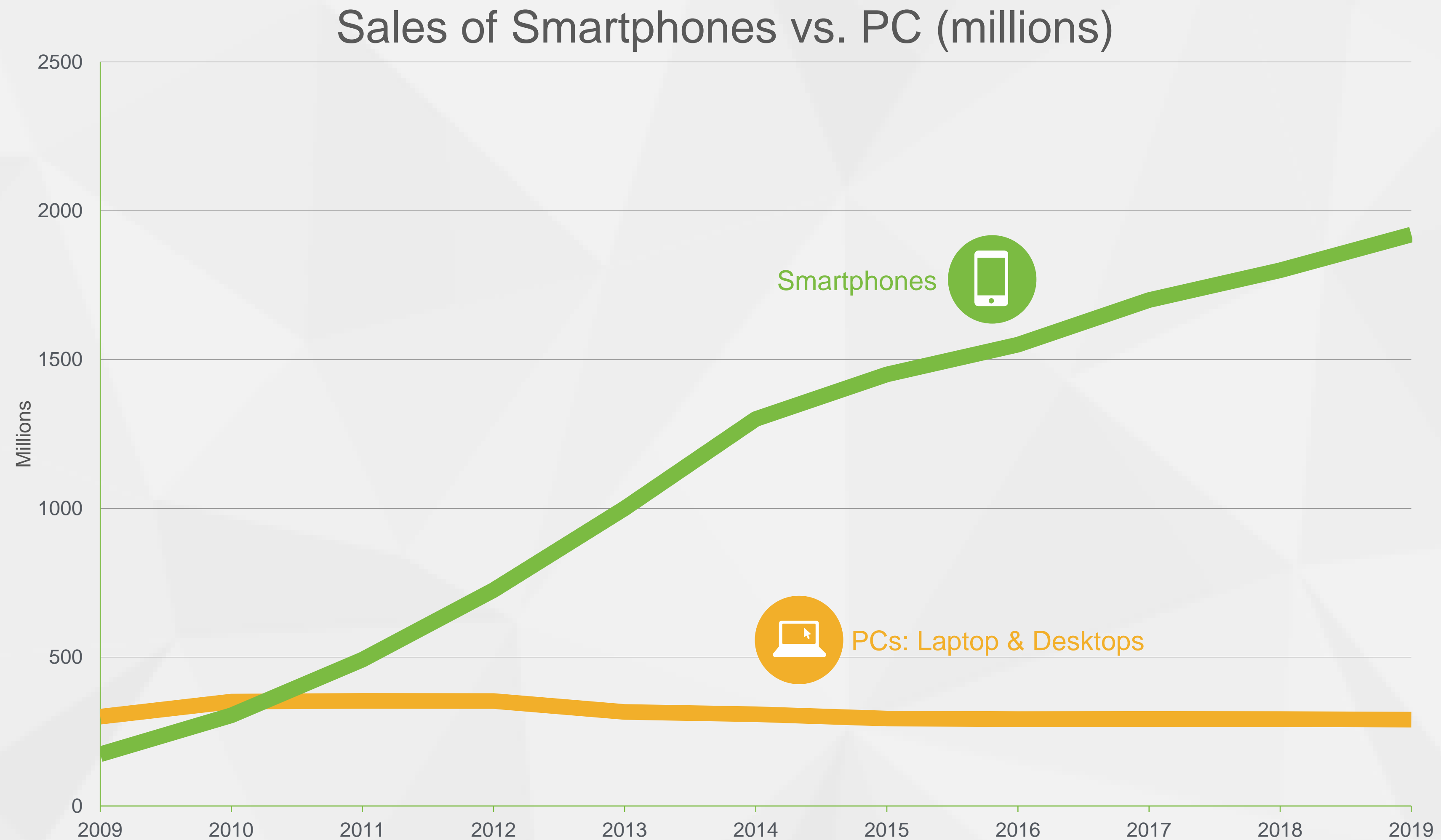**1/3 the total operating margin**

*Dale Carnegie Institute

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Technology and Communication Trends

The Context: "Post-PC" Era Arrives

Sales of Smartphones vs. PC (millions)

Millions

2500
2000
1500
1000
500
0

Smartphones

PCs: Laptop & Desktops

2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019

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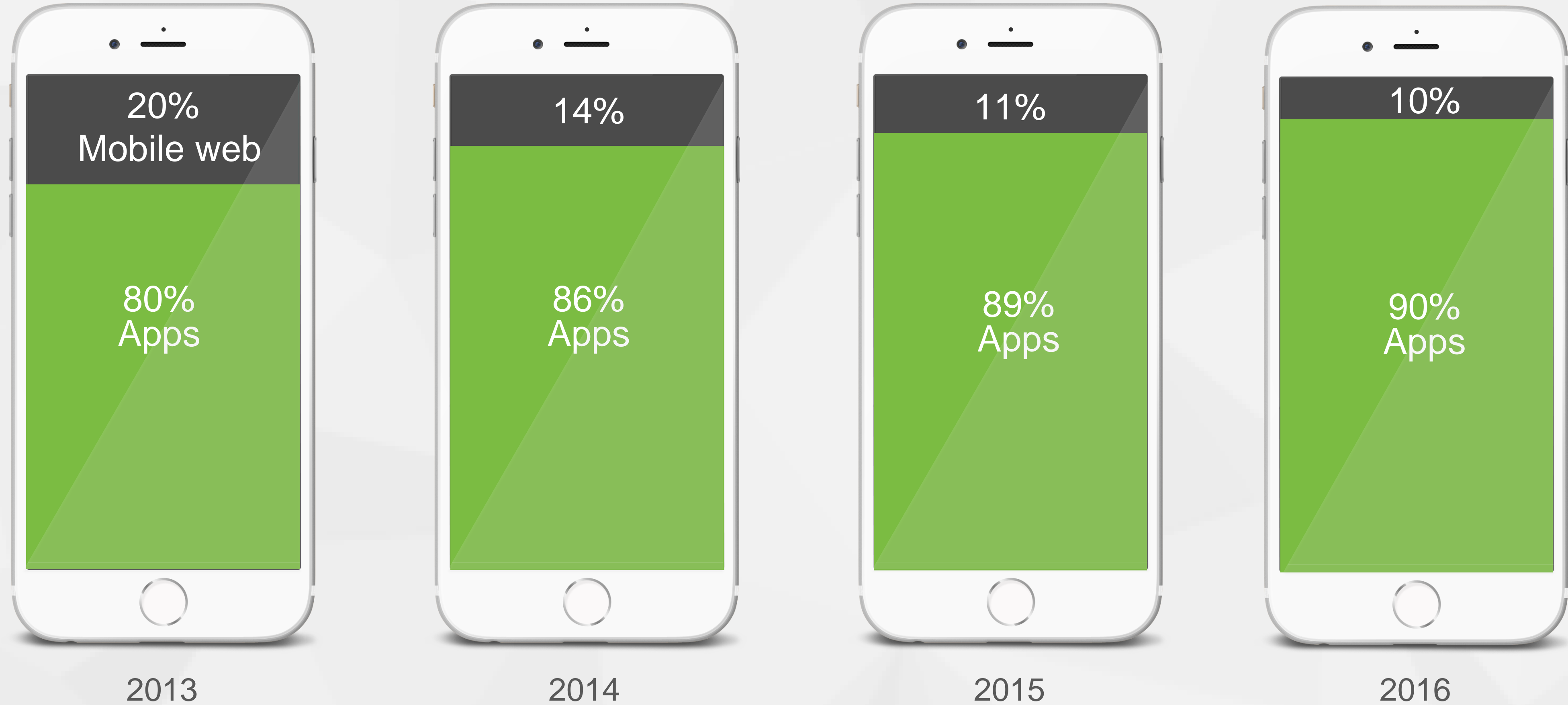
Mobile now represents 65% of digital time, while the desktop is becoming a "secondary touch point." Yet, it's not being utilized in organizations.

To engage employees, we must meet them where they are.

Onboard and Connect

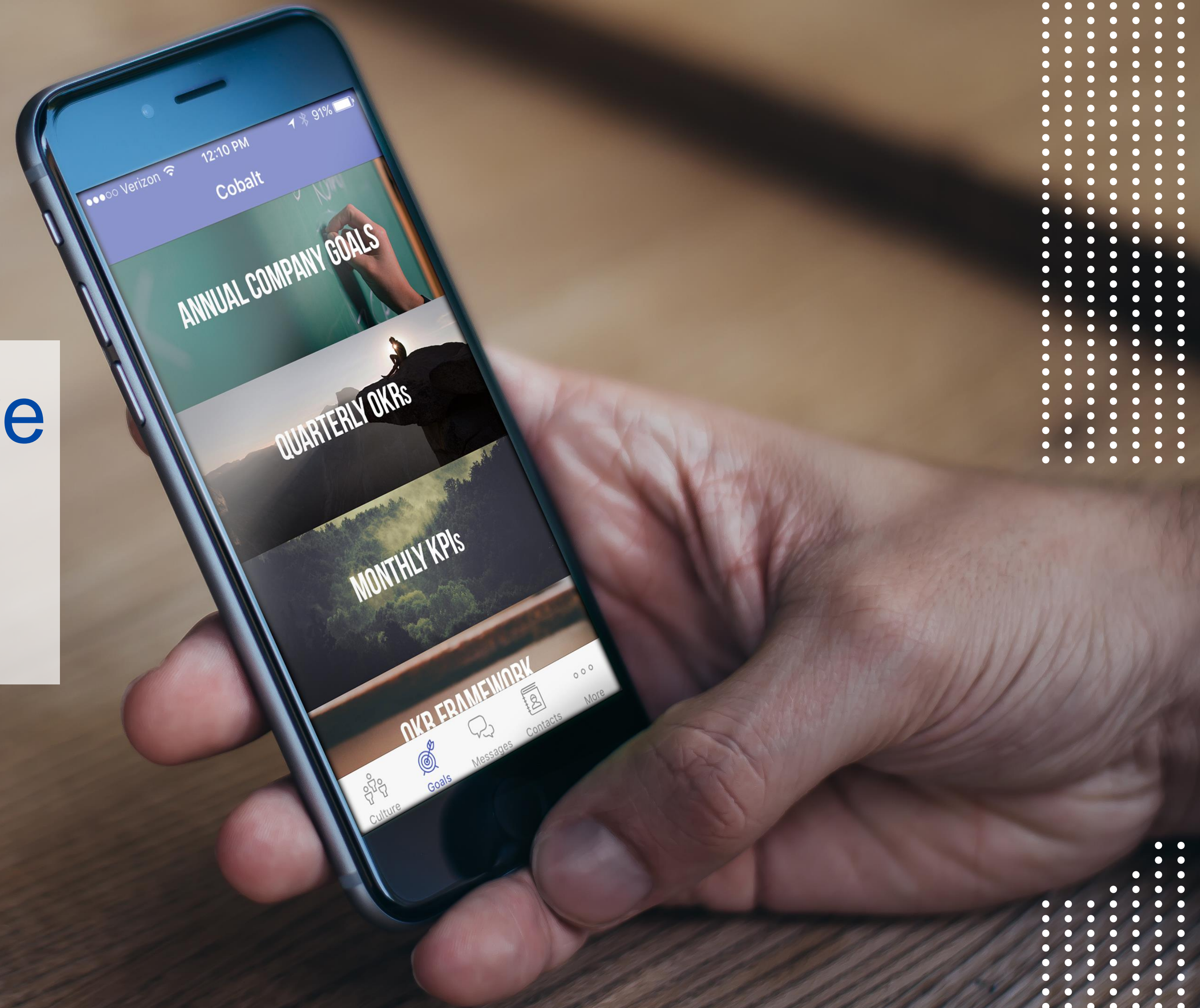"90% of employees will decide if they want to stay or leave a job within the first 6 months"
SHRM

Approximately 17% of employees who leave within 6 months at a company said "a friendly smile or helpful co-worker would have made all the difference.
SHRM

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Onboard and Connect

Onboarding Tips & Best Practices

- Clear communication before first day

- Welcome kit on desk

- Help them connect with peers

- Snacks on desk for others

- Accessible, photo-based staff directory

- Pair up with "buddy", "ambassador", etc

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WHAT THEY VALUE: INSPIRATION, PURPOSE AND MEANING

"Seventy-three percent of employees who say they work at a "purpose-driven" company are engaged, compared to just 23% of those who don't."
– Deloitte

Heart and Minds

"

"If you want to build a ship, don't drum up the men to gather wood, divide the work, and give orders. Instead, teach them to yearn for the vast and endless sea."

— Antoine de Saint-Exupéry
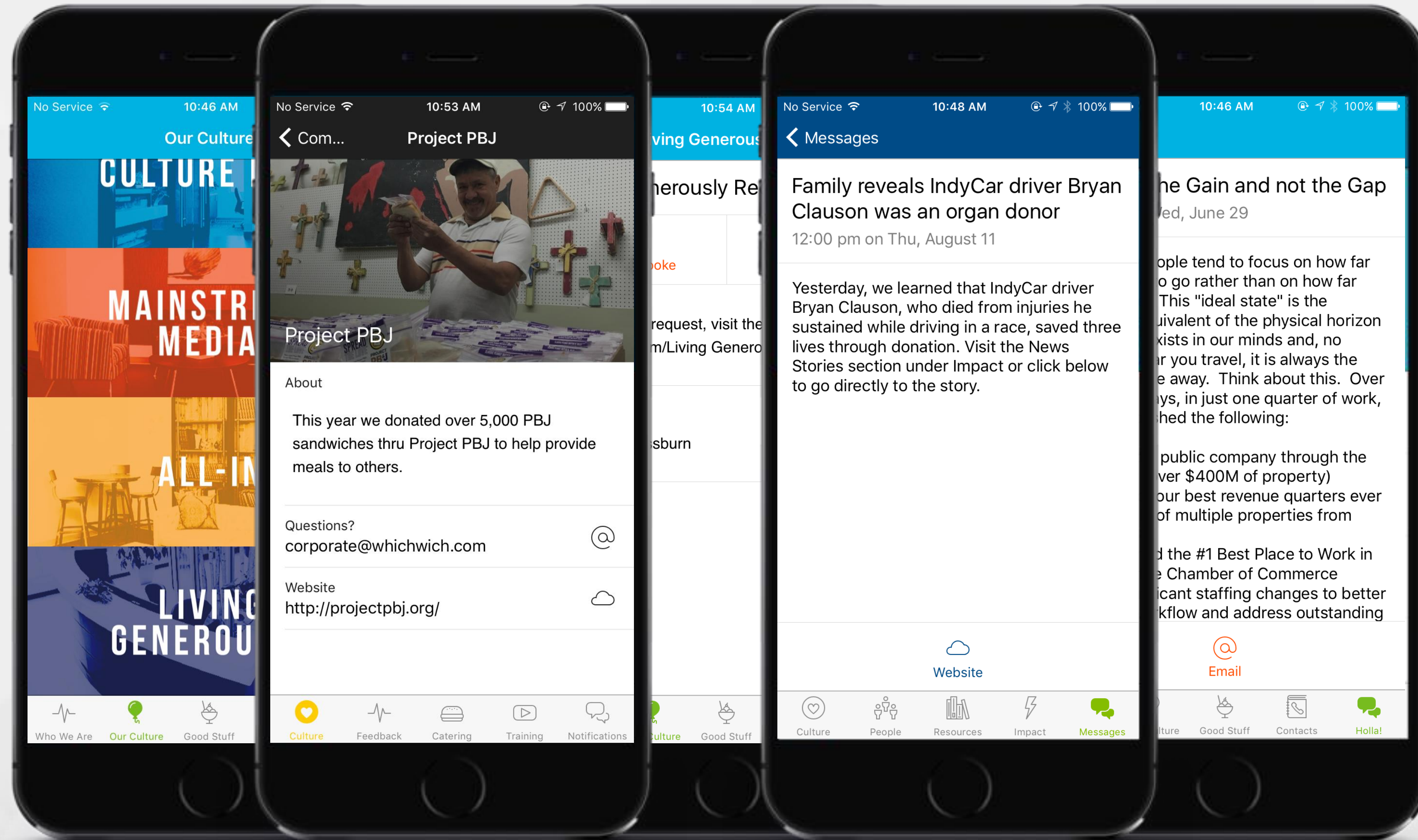
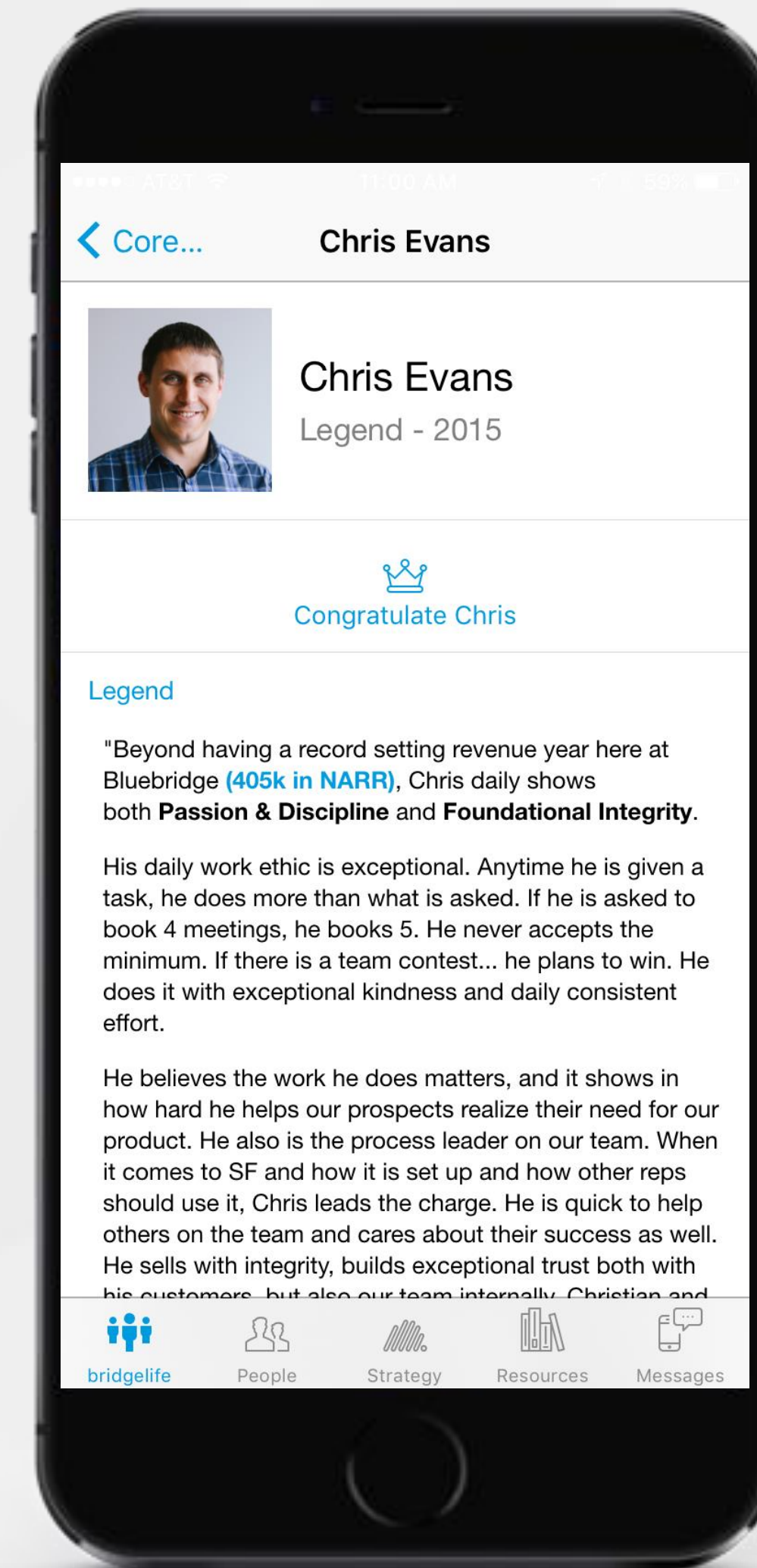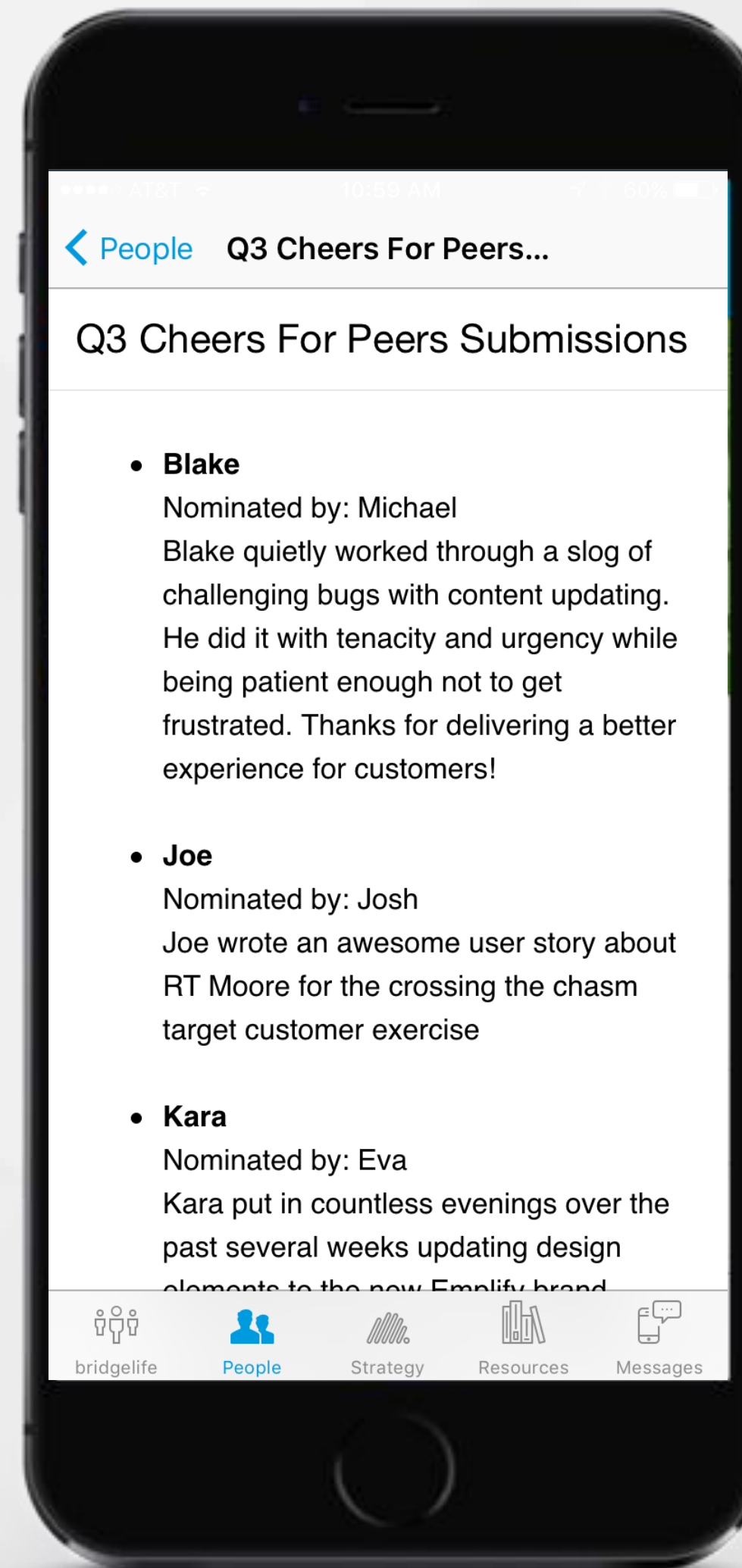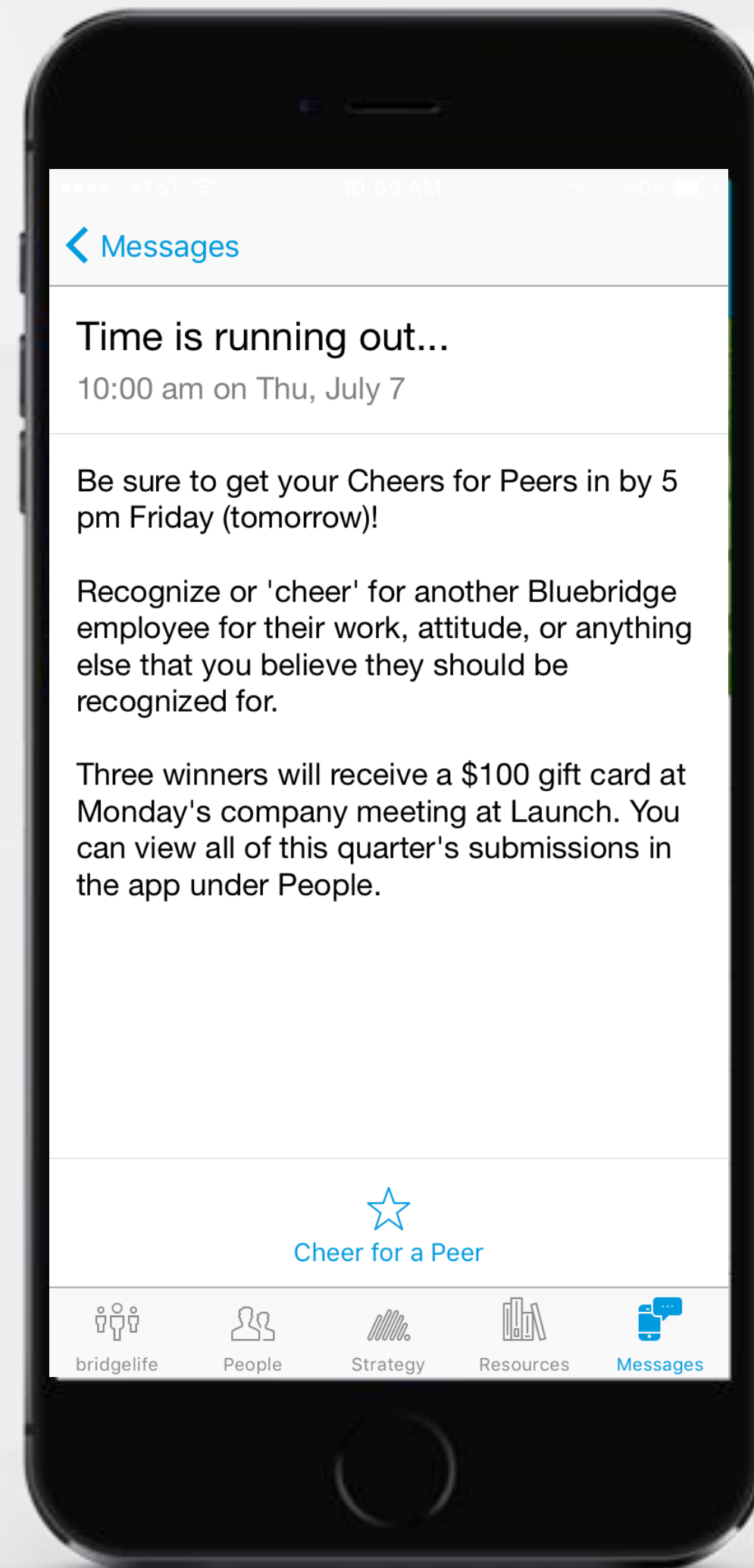# Align: My Work Matters to Our Company Vision

By **involving** and **aligning** employees and building awareness around goals, they feel part of a bigger vision.
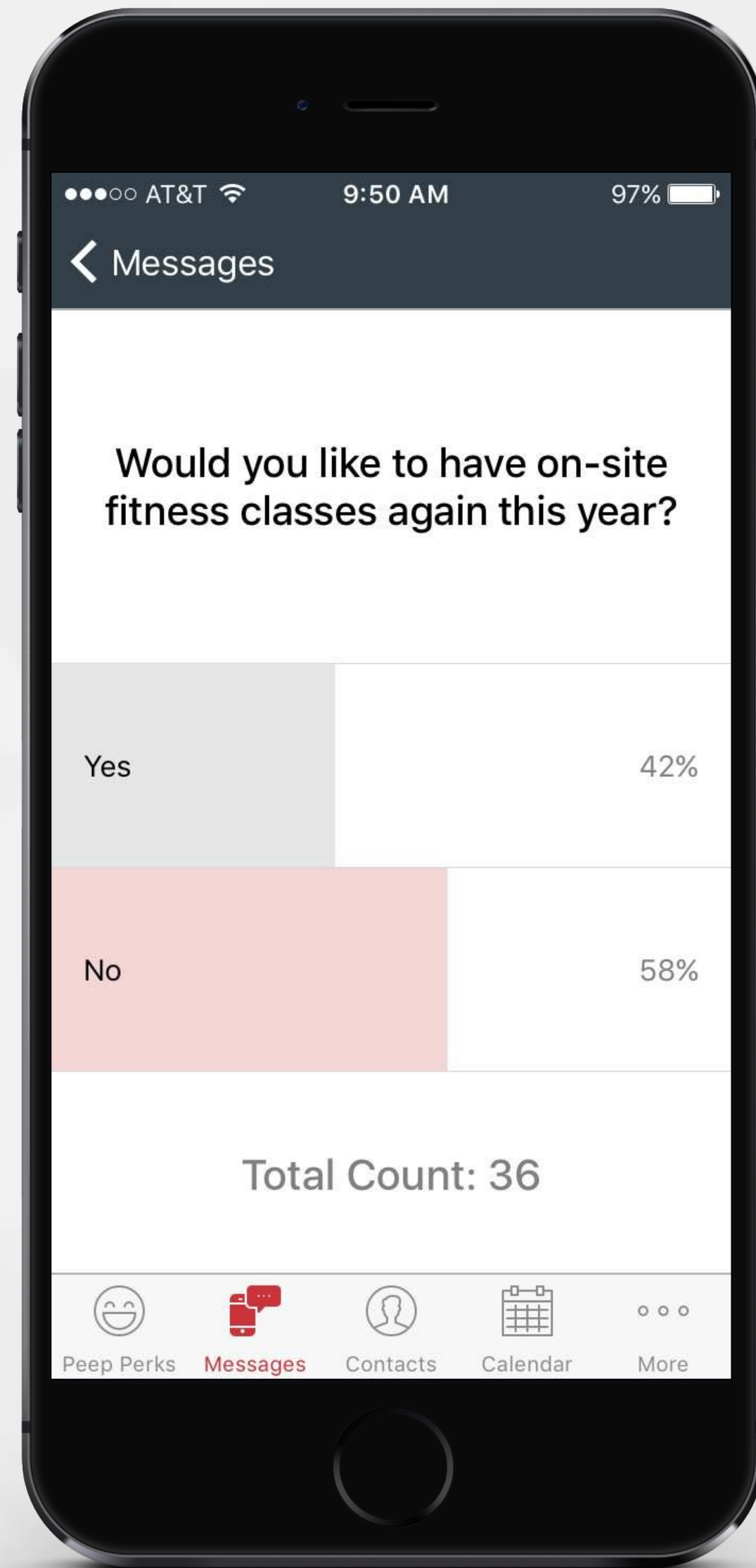
T2's Success
- 284 employees = 3,000 sessions p/m
- 1092 views by 132 users

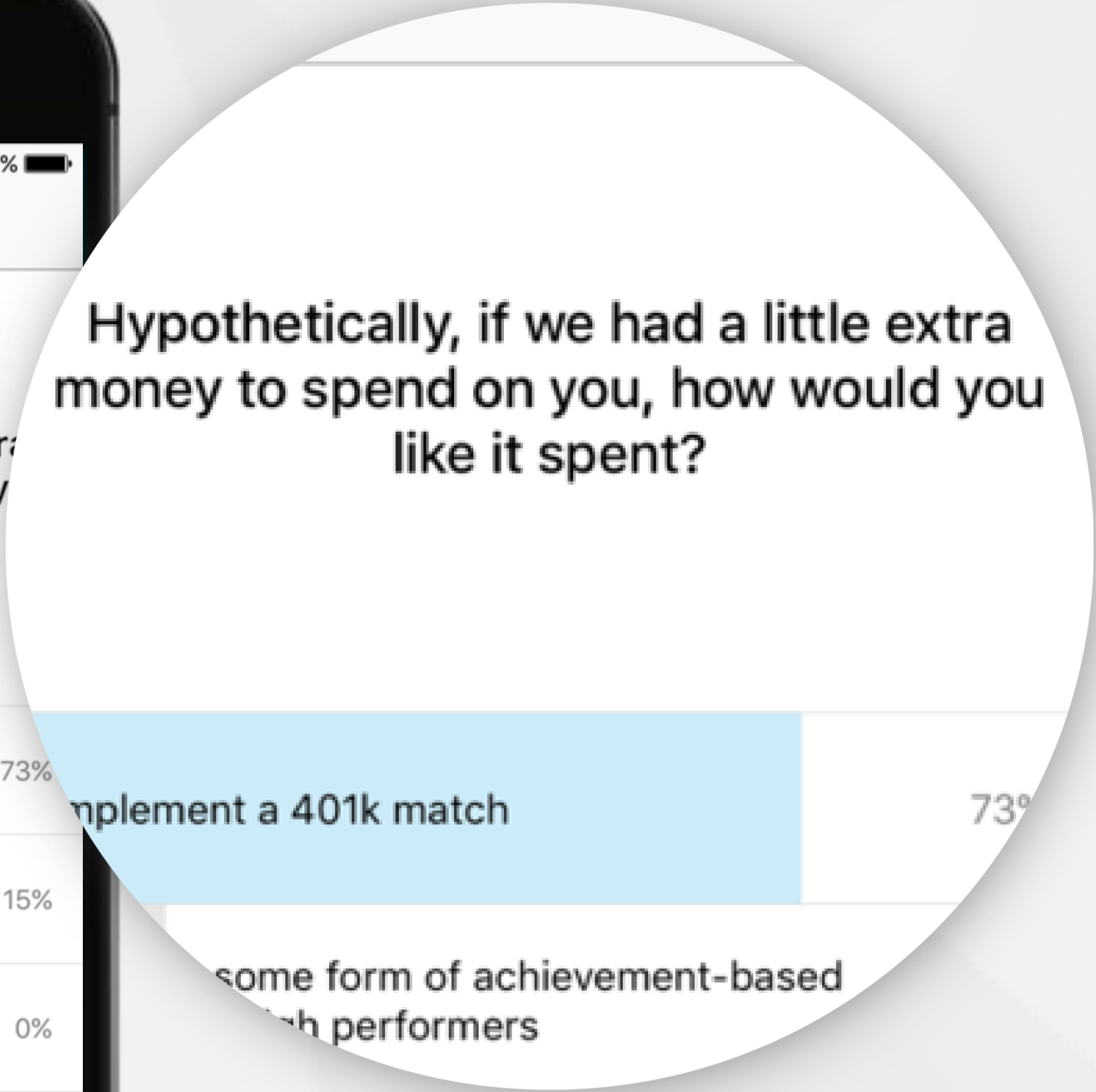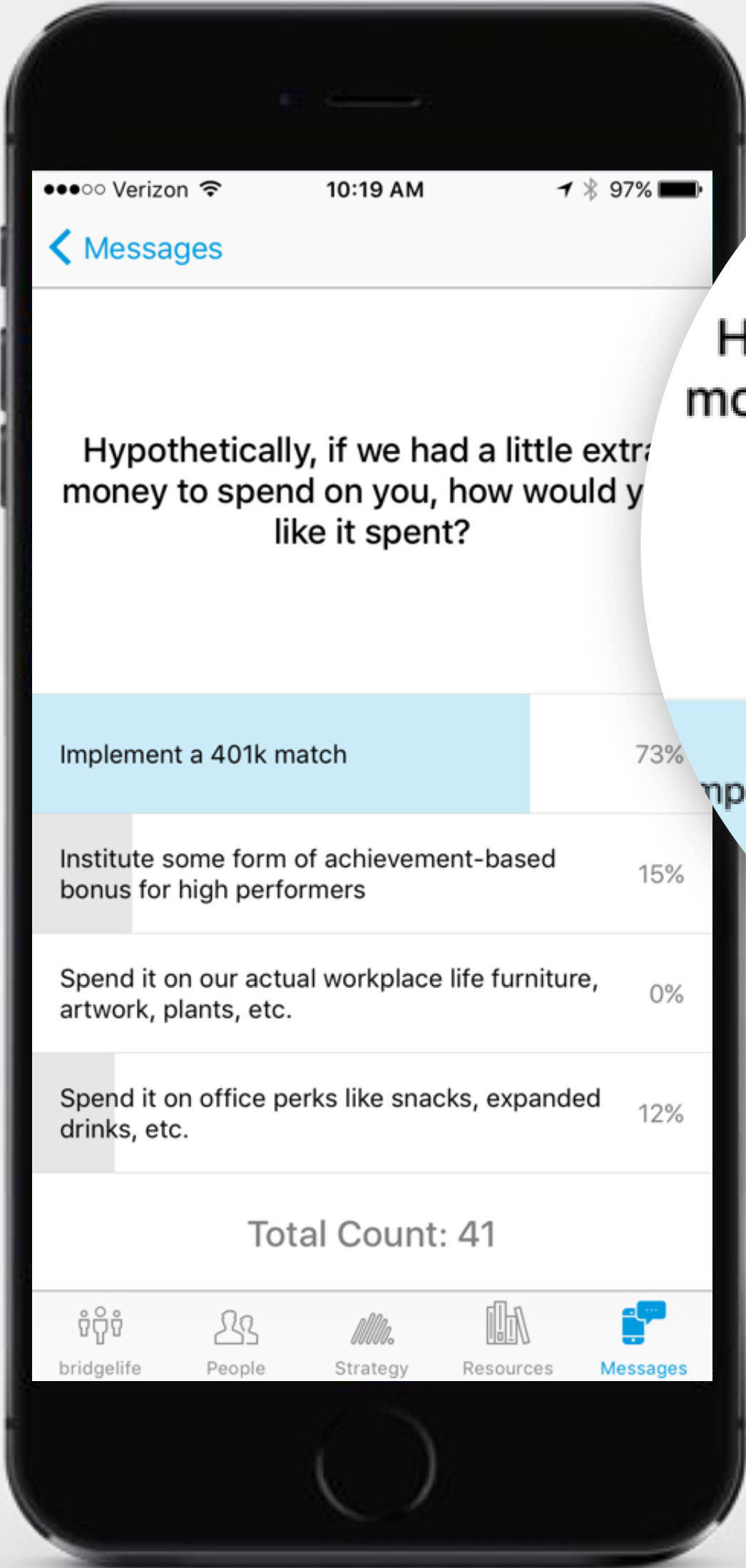Emplify

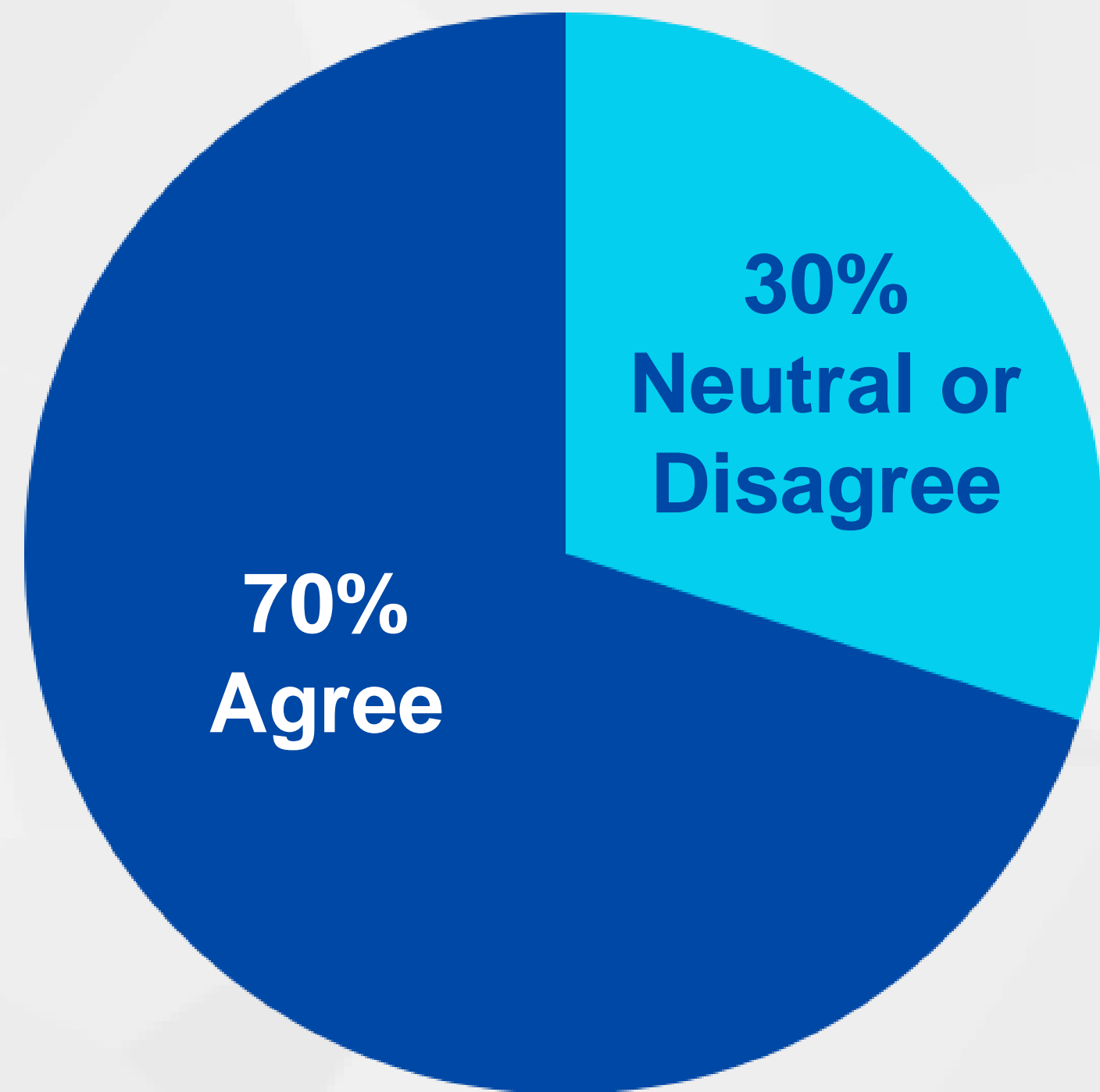# Communication and Reinforcement of Values & Culture

Phone 1 (Messages):

‹ Messages

Time is running out...

10:00 am on Thu, July 7

Be sure to get your Cheers for Peers in by 5 pm Friday (tomorrow)!

Recognize or 'cheer' for another Bluebridge employee for their work, attitude, or anything else that you believe they should be recognized for.

Three winners will receive a $100 gift card at Monday's company meeting at Launch. You can view all of this quarter's submissions in the app under People.

☆
Cheer for a Peer

bridgelife   People   Strategy   Resources   Messages

Phone 2 (People):

‹ People   Q3 Cheers For Peers...

Q3 Cheers For Peers Submissions

- **Blake**
  Nominated by: Michael
  Blake quietly worked through a slog of challenging bugs with content updating. He did it with tenacity and urgency while being patient enough not to get frustrated. Thanks for delivering a better experience for customers!

- **Joe**
  Nominated by: Josh
  Joe wrote an awesome user story about RT Moore for the crossing the chasm target customer exercise

- **Kara**
  Nominated by: Eva
  Kara put in countless evenings over the past several weeks updating design elements to the new Emplify brand

bridgelife   People   Strategy   Resources   Messages

Phone 3 (Chris Evans):

‹ Core...   **Chris Evans**

Chris Evans
Legend - 2015

♛
Congratulate Chris

Legend

"Beyond having a record setting revenue year here at Bluebridge **(405k in NARR)**, Chris daily shows both **Passion & Discipline** and **Foundational Integrity**.

His daily work ethic is exceptional. Anytime he is given a task, he does more than what is asked. If he is asked to book 4 meetings, he books 5. He never accepts the minimum. If there is a team contest... he plans to win. He does it with exceptional kindness and daily consistent effort.

He believes the work he does matters, and it shows in how hard he helps our prospects realize their need for our product. He also is the process leader on our team. When it comes to SF and how it is set up and how other reps should use it, Chris leads the charge. He is quick to help others on the team and cares about their success as well. He sells with integrity, builds exceptional trust both with his customers, but also our team internally. Christian and...

bridgelife   People   Strategy   Resources   Messages
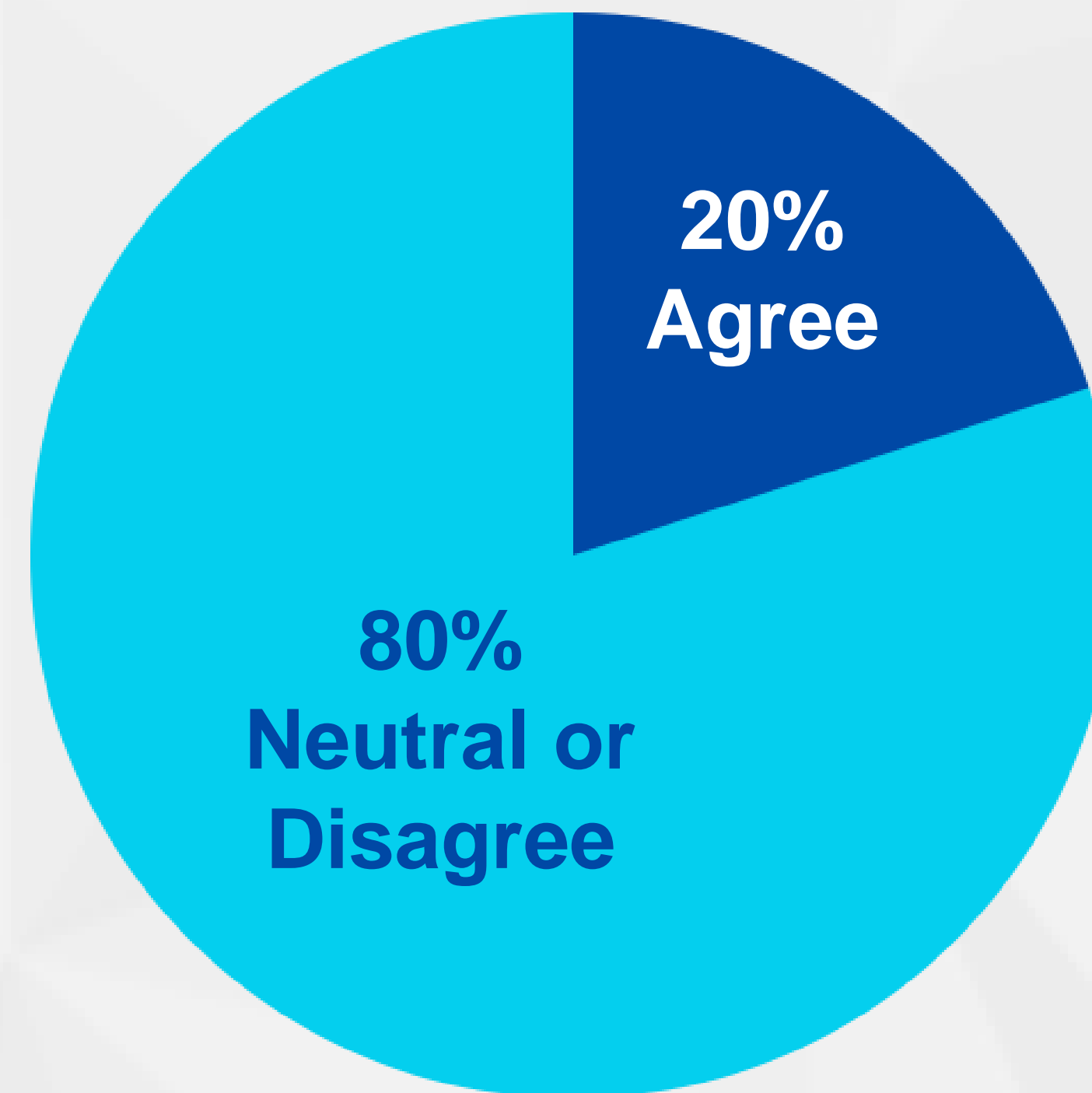
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Employee Feedback & Discovery

The Importance of a Focused Engagement Strategy

Percentage of business leaders who believe that employee engagement is critical to achieving business objectives.

Percentage of business leaders who believe that employee engagement initiatives are driving business outcomes

30% Neutral or Disagree

70% Agree

20% Agree

80% Neutral or Disagree

Source: CEB Engagement Research Survey

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Feedback Breeds Inclusivity & Involvement

The Importance of a Focused Engagement Strategy

"The essence of strategy is that you must **set limits** on what you're trying to accomplish."
Michael Porter

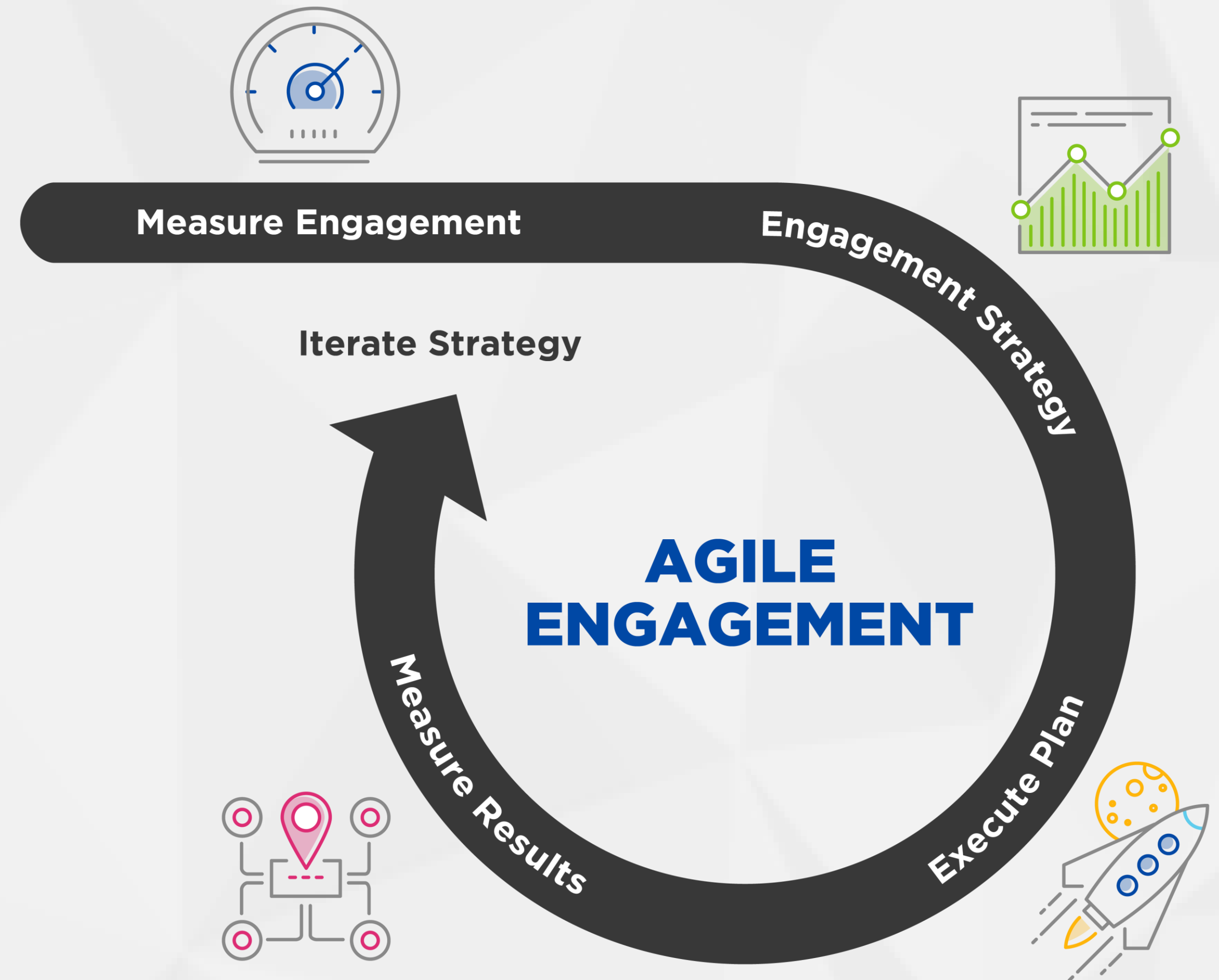"However beautiful the strategy, you should occasionally **look at the results.**"
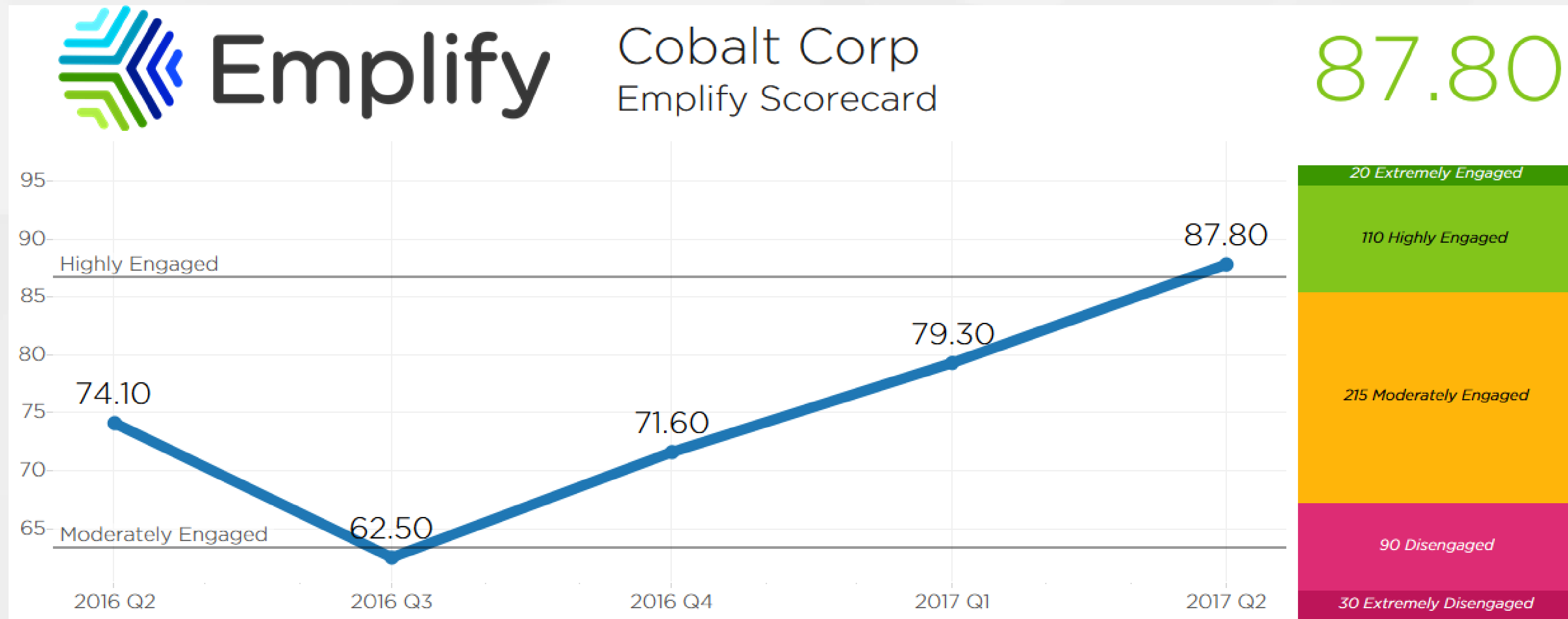Winston Churchill

AGILE ENGAGEMENT

amazon

BEST SELLER

AGILE
ENGAGEMENT

How to Drive Lasting Results
by Cultivating a
Flexible, Responsive, and
Collaborative Culture

SANTIAGO JARAMILLO | TODD RICHARDSON
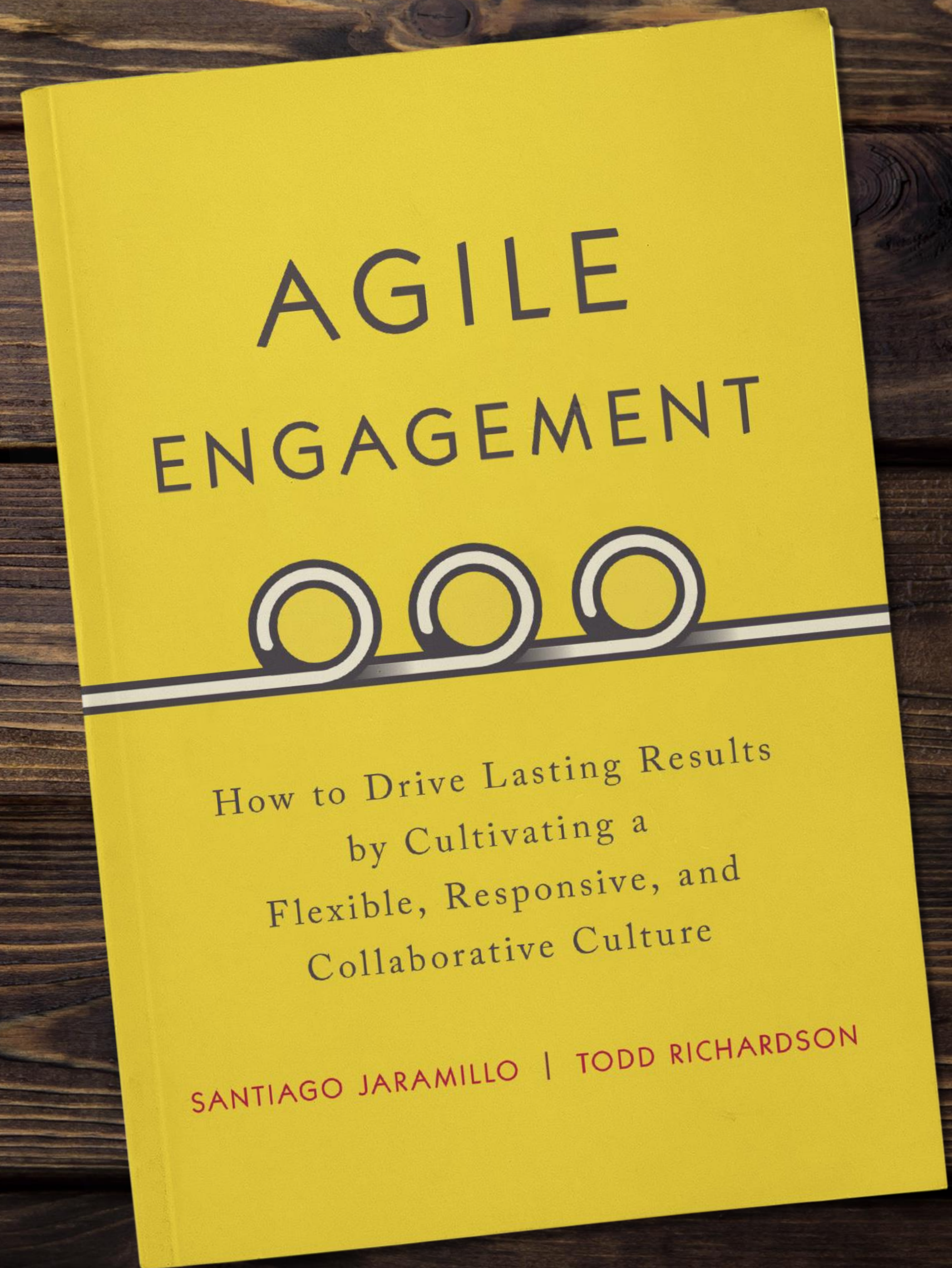
The Emplify Engagement Lifecycle

- Prioritize employee app content with messaging based on canvas
- Iterate strategy based on progress learnings
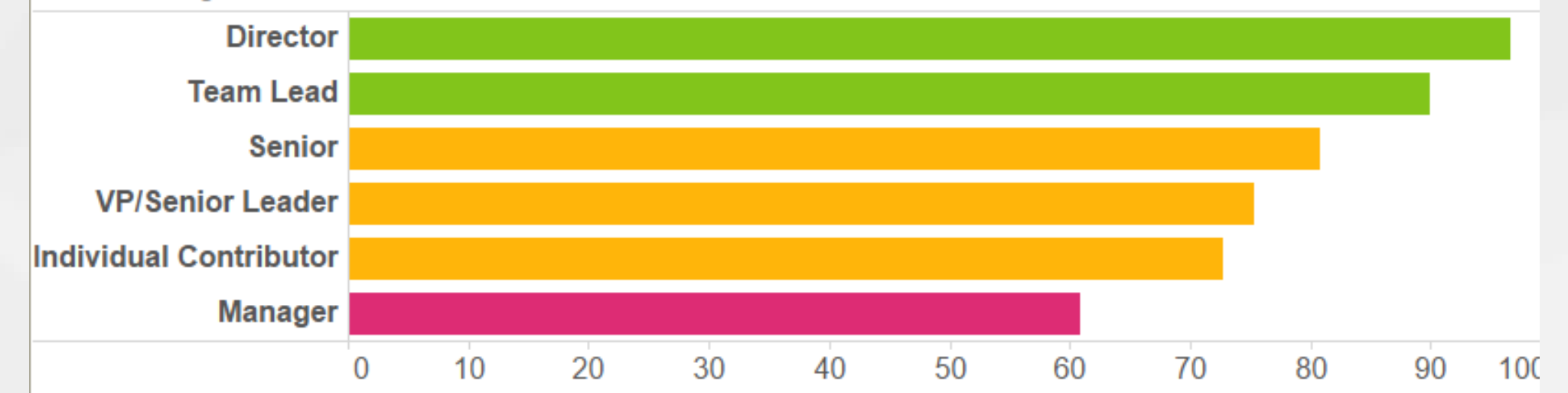- Understand best drivers for most engagement improvement

Measure Engagement

Engagement Strategy

Iterate Strategy

AGILE ENGAGEMENT

Measure Results

Execute Plan

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Clearly Answer the "Now What?" Question

ENGAGEMENT CANVAS

Company   Employee(s)

Why You Exist:

What is the purpose, mission, or belief that inspires your company to exist?

Key Strategies:

What do you focus on in order to accomplish the mission? What is it about the approach of the business that is special and necessary for success? (i.e. innovation, customer happiness, quality)

2

Culture Aspirations:

This is a description of what your culture would look like if your vision for an engaged workplace was realized.

Unique Organizational Characteristics:

These are the attributes about your organization that make it a unique place for employees.

5

Engagement Exemplified:

Give examples of employees who are highly engaged. Think of the employees that you would fight hard to keep and list their common engagement characteristics.

Key Metrics:

How do you measure your key strategies? (i.e. NPS®, productivity, quality score, online product ratings, revenue growth, service response time)

3

Culture Statement:

This is a simple, clear statement describing your culture that everyone can understand and easily articulate.

7

Communication Channels:

How do you reach and interact with employees?

6

Constituencies:

Identify segments of employees within your organization who have distinct needs.

4

1

Resources Applied:

What resources have you already invested to improve employee engagement? (i.e. people, programs, tools)

8

Emplify Score:

9

3 Key Employee Needs:

Identify three employee needs that you think will improve engagement.

10

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COMPANY

EMPLOYEES

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CURRENT REALITY

# Agile Engagement Tips and Best Practices

- Prioritize engagement strategy as a recurring "top 5" business priority
- Ensure anonymity and perception of anonymity
- Avoid conflating winning an external culture award with a true assessment of real, unbiased engagement
- Measure and assess more frequently than annually
- Proactively communicate with employees to improve participation
- Encourage participation: value of insights increase as participation increases
- Use optimal communication channels for the audience: email, SMS, push notification through a mobile app (especially if distributed)

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Emplify Gives Your Employees a Home

Your app here
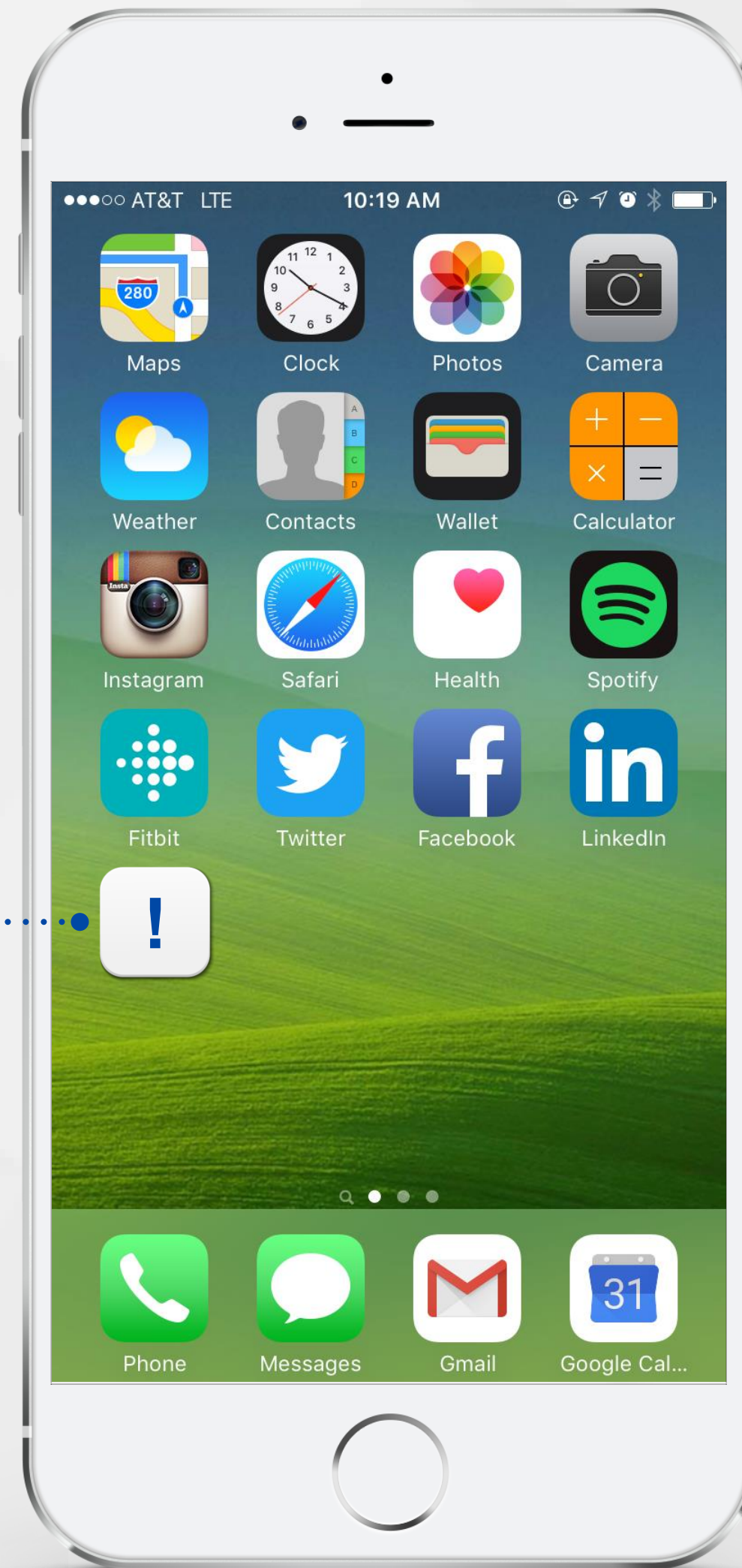
How We Help Improve Employee Engagement
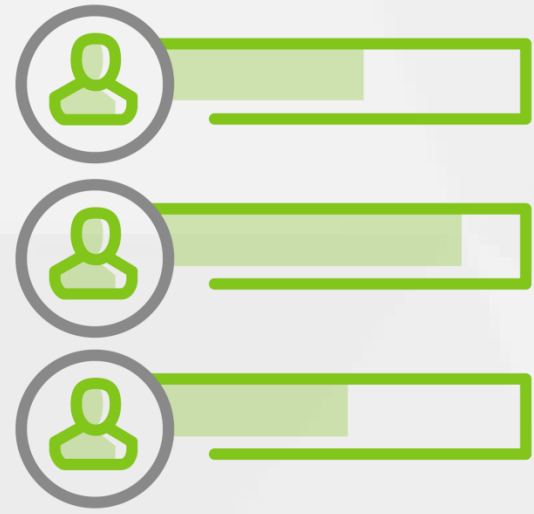
MEASURE

engagement for actionable insights

Annual & Quarterly Surveys

Emplify Scorecard

One-Hour Presentation

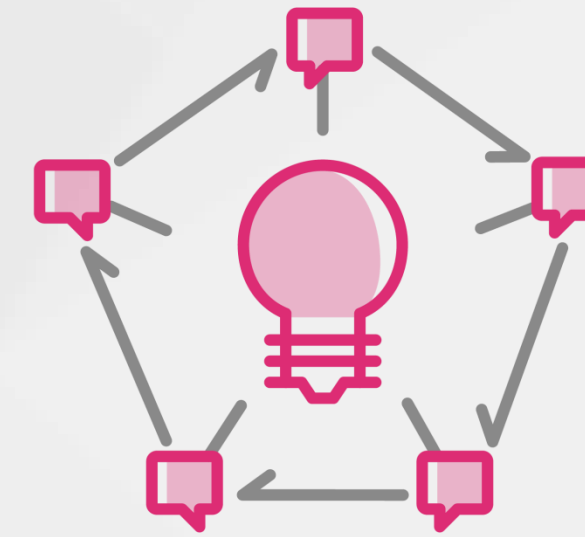Quarterly Meetings

INSPIRE

employees to Do Their Best Work

Profiles of Employees

Actionable Messages

Mobile Engagement Studio

Integrated Services

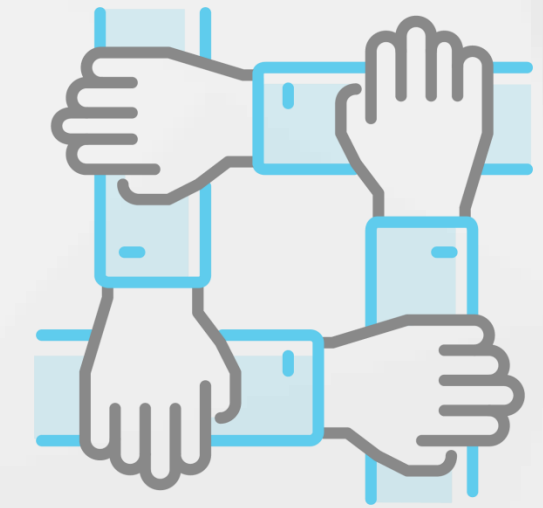## VOICE

employee feedback to make informed decisions

Segmented Push Messages

Suggestion Box

Quick Polls

Open Response

Consultative Services

CONNECT

team members to foster deeper relationships

Flexible Layout

Search Capabilities

Personal Notes

Actionable Buttons

Rich Profiles

Real-Time Preview

Emplify

Fastest-Growing Mobile Employee Engagement Platform

As seen in:

Emplify

Get The Emplify Engagement Canvas PDF

Send an email to canvas@emplify.com to receive a
fillable worksheet to create your own engagement strategy.

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1   3   7   6   4

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Emplify Score:

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8   9   10

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Q & A