



HELLO!  
Did you know...

**Internal Communication** is quite possibly the single most important activity in an organisation.

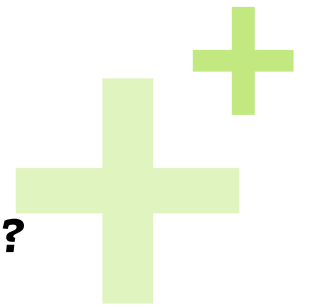
“ Like a human being, a company has to have an internal communication mechanism, a ‘nervous system’, to coordinate its actions. ”

BILL GATES

*But far too many organisations get it wrong, negatively impacting employee engagement in the process.*

**EMPLOYEE ENGAGEMENT** = THE LEVEL OF AN EMPLOYEE’S PSYCHOLOGICAL INVESTMENT IN THEIR ORGANISATION.

- + Do they **SAY** positive things about the organisation?
- + Do they intend to **STAY** at the organisation for a long time?
- + Do they **STRIVE** to give of their best?



### GLOBAL ENGAGEMENT SCORES

According to a study by Aon 2018, only

**27%** OF EMPLOYEES ARE **HIGHLY** ENGAGED

**38%** ARE **MODERATELY** ENGAGED

**35%** ARE **PASSIVE** OR **ACTIVELY** DISENGAGED



The scores here in the region are only slightly better, with lots of room for improvement ...

#### The Middle East and North Africa

**31%** OF EMPLOYEES ARE **HIGHLY** ENGAGED

**39%** ARE **MODERATELY** ENGAGED

**30%** ARE **PASSIVE** OR **ACTIVELY** DISENGAGED

### TOP 5 FOCUS AREAS (MENA)

To really accelerate engagement, the Aon 2018 report identified the following focus areas:



Rewards & Recognition



Career & Development



Talent & Staffing



Employee Value Proposition



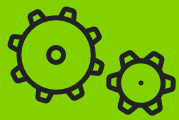
Senior Leadership

LOOKING AT THE BIGGER PICTURE

# INTERNAL COMMS & EMPLOYEE ENGAGEMENT

WHY IT MATTERS

## What an engaged employee looks like



### BRAIN

Clearly communicating an organisation's vision and strategy ... and explaining 'the why' ... drives overall engagement.



### EARS

Listening to feedback and treating people as individuals promotes engagement and wellbeing.



### EYES

Employees need to see leaders 'walk the talk', living the company's values and showing integrity.



### MOUTH

Being able to voice ideas makes employees feel valued and empowered.



### STOMACH

Higher engagement levels reduce absenteeism and sickness rates.



### HEART

People who enjoy their work and take pride in the organisation will always go the extra mile.



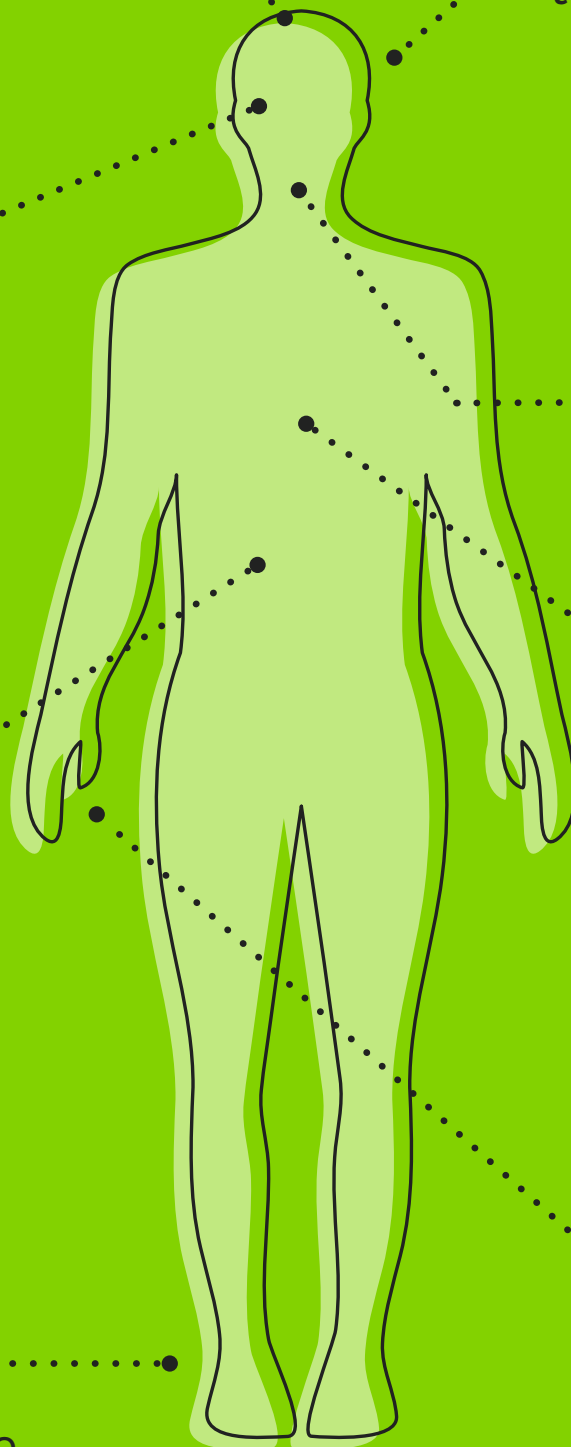
### FEET

Disengaged employees vote with their feet and are four times more likely to leave the organisation.



### HANDS

Employees will put in extra effort for an engaging manager who makes them feel valued and supported.



CREDIT: ALLTHINGSIC

# INTERESTING STATISTICS



**Engaged and empowered employees are a company's most valuable assets. Internal communications connects employees:**

INCREASING **CUSTOMER SATISFACTION** BY OVER **40%**

IMPROVING **PROFITABILITY** BY **30%**

BOOSTING OVERALL **PERFORMANCE** BY **36%**

The Good



**44%** OF EMPLOYEES BELIEVE THAT SENIOR LEADERS ARE NOT PROVIDING CLEAR DIRECTION. (IMB & Globoforce, 2017)

**ONLY 13%** OF EMPLOYEES AGREE THAT LEADERS COMMUNICATE EFFECTIVELY. (Gallup, 2017)

**35%** OF EMPLOYEES HAVE TO WAIT MORE THAN 3 MONTHS TO GET ANY FEEDBACK FROM THEIR MANAGER. (Officevibe 2016)

The Bad

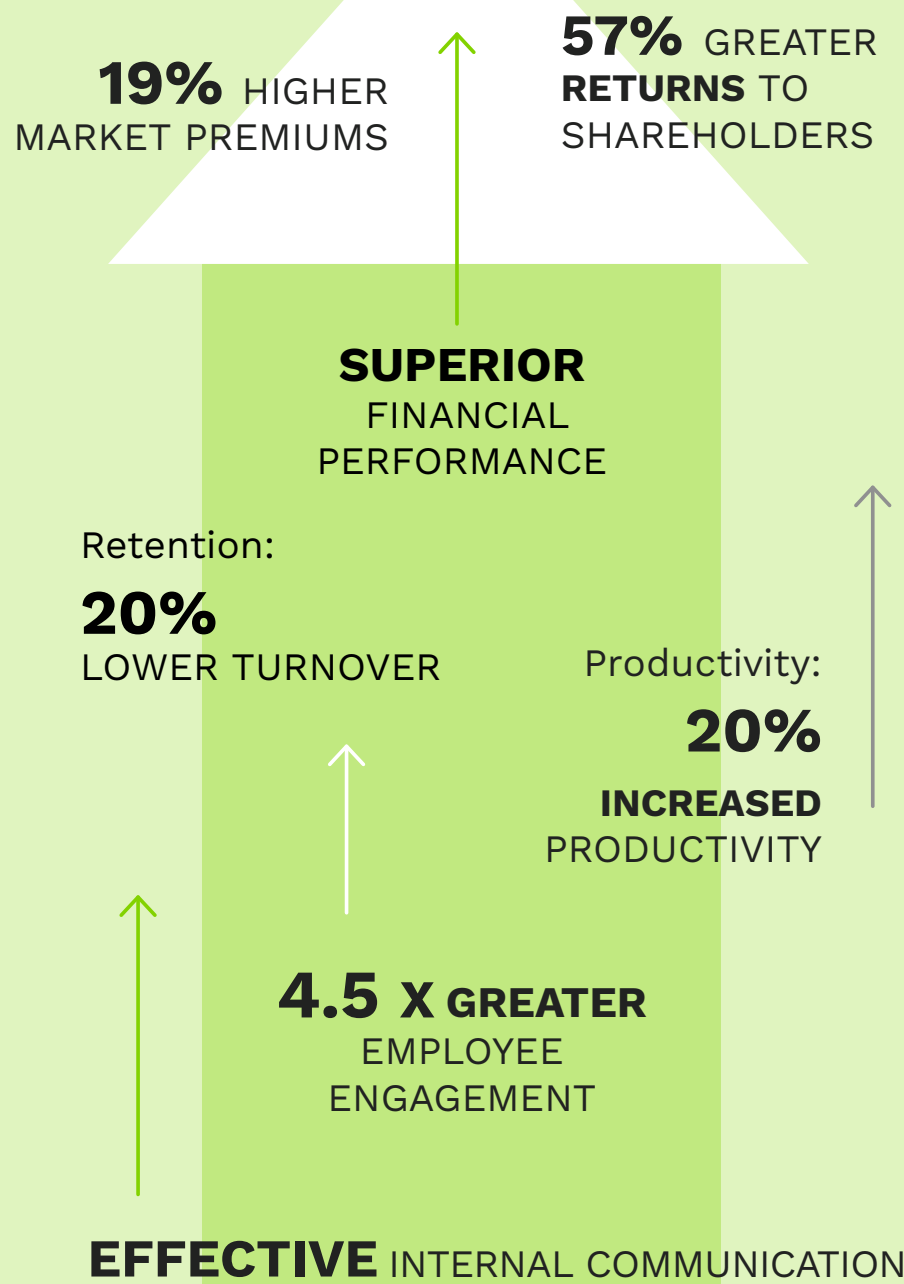


OVER **50%** OF EMPLOYEES UNDERTAKE THEIR OWN DETECTIVE WORK TO UNDERSTAND COMPANY PERFORMANCE (Geckoboard, 2015)

**69%** OF MANAGERS FEEL UNCOMFORTABLE COMMUNICATING WITH EMPLOYEES IN GENERAL (James Foster, 2017)

**21%** OF EMPLOYEES FEEL THEY'VE BEEN KEPT IN THE DARK DURING CHANGE (H&H, 2017)

The Ugly





## RETURN ON INTERNAL COMMUNICATION

Those companies with a **highly engaged workforce improved operating income by 19.2%** over a period of two months, whilst those companies with low engagement scores saw operating income decline by **32.7%** over the same period.

(TOWERS WATSON)

Visit us at [www.engagemeconsulting.com](http://www.engagemeconsulting.com)

 [hello@engagemeconsulting.com](mailto:hello@engagemeconsulting.com)

 +971 (0) 4 557 3086 (Dubai)

