



Employee Engagement

The Non-Negotiable Priority for Success





Forward Is the Only Way

“Business as usual” has changed forever, transforming the workforce and the workplace right along with it. Organizations are under pressure to do more with limited resources than ever before. Despite limited operations and reduced staff — many of which are newly remote or a hybrid — you still need to maximize productivity and minimize costs.

Your workforce is the key to success through disruption and change, but keeping them inspired and productive is not easy, especially when the rules continue to change. Disengaged employees cost businesses \$450-\$550 billion each year¹, and yet organizations still struggle with an engagement problem they don’t quite understand or know how to solve.

To build long-term success, transform all the adjustments you’ve already made to survive in today’s environment into resiliency and competitive advantage. Learn how a right-sized, all-in-one human capital management solution (HCM) empowers you to eliminate the guesswork in creating and delivering top-notch employee experience while demonstrating HR’s strategic impact on organizational success.

¹<https://www.mckinsey.com/business-functions/organization/our-insights/attracting-and-retaining-the-right-talent>

Accelerate Recruiting to Win Critical, High-Demand Skills

HR's job in building the employee experience begins even before the first day with recruiting and extends throughout an employee's tenure. A winning recruiting and onboarding experience improves the chances that hard-earned new hire will stick around and sets them quickly down a path to success and positive contribution.

As your operations ramp back up, it's time to transform your recruiting strategy and processes for the new remote world to beat your competition to top talent. Be ready to capture job seekers flooding back into the labor market after being unemployed or holding off their job searches as the environment stabilized. Modern, engaging, frictionless recruiting and onboarding that showcases an attractive culture keeps you from missing out on critical, high-demand skills that you need. And data that quickly identifies skills gaps and predicts resource needs and turnover risks further equips recruiters with what they need to add the most value.

Automated applicant tracking and recruiting processes help streamline and standardize a meaningful candidate experience for remote and in-person roles while also cutting down on time and costs. A buttoned-up, virtual hiring process will not only accelerate hiring, but it will enable a skeleton staff to allocate more time on ensuring they find the right talent quickly.

"Technology will be critical in simplifying, automating, and speeding up the virtual recruitment and onboarding process."

Renato Profico | CEO of Doodle

<https://hrdailyadvisor.blr.com/2020/05/07/virtual-recruitment-is-here-are-you-prepared/>



Supercharge Your Skills Pipeline Through Development

Businesses stay competitive and sustainable through changing market demands by keeping their workforces skilled and adaptable, but a one-size-fits-all approach doesn't cut it. "To deliver learning that's engaging, you have to understand what employees want. Reach out, ask, listen, and check in — again and again and again," says Alyson DeMaso, CEO of Raising Beauty, in LinkedIn's 2021 Workplace Learning Report.²

This employee-centric approach to workplace learning pays off with greater engagement and retention. In fact, LinkedIn's report showed that employees will stay two times longer at companies that do development well.² And the stakes are even higher when you consider high performers are 400% more productive than average ones, up to 800% for jobs with very high complexity.³

With the help of an HCM with robust data capabilities, HR can identify which skills are emerging, growing, and declining to ensure managers, trainers, and learners don't waste time and energy in the wrong places. Coupled with an integrated learning management system that helps you create, deliver, and track hyper-relevant, tailored learning with fast returns. This data-driven approach ensures HR drives a workforce strategy that keeps the skills pipeline charged and your workforce (and your business) agile and ready to succeed in any environment.

Building critical skills and competencies for the organization is a top priority for 68% of HR leaders.

Their top challenges are:

- 1 "We don't know what skill gaps our current employees have."
- 2 "We can't create skill development solutions fast enough to meet evolving skill needs."
- 3 "We don't effectively integrate learning into employee workflows."

<https://www.gartner.com/en/human-resources/trends/top-priorities-for-hr-leaders-2021>

² <https://learning.linkedin.com/resources/workplace-learning-report>

³ <https://www.mckinsey.com/business-functions/organization/our-insights/attracting-and-retaining-the-right-talent>

Stop Wasting Resources Without Getting Results

Data and tools help you react quickly and effectively as issues arise, but if you're using them just to put out fires, you're missing out the true value modern solutions offer. Workforce analytics keep you in tune with how your workforce is feeling and performing to identify and get ahead of hidden challenges before the hinder performance.

Active, ongoing engagement is as backwards-looking as it is forward. By identifying unproductive patterns, from inefficient processes to underperformers to compensation discrepancies, you can detect areas of your employees' experience that lead to voluntary turnover and diminish productivity. The result of using insights based on data rather than assumptions to drive your engagement efforts is a much more targeted, impactful approach. That means an efficient, effective use of your resources and a faster return on those efforts. Especially now, you don't have any time or manpower to waste spinning your wheels hoping another team training or workshop will do the trick.

"Data-driven insights can enable organizations to constantly challenge the actions they are taking and help determine whether and how they can shift those actions at need."

2021 Deloitte Global Human Capital Trends

<https://www2.deloitte.com/us/en/insights/focus/human-capital-trends.html>



Data-Driven, People-Focused Engagement

Employee experience is a top priority as the future of work evolves. Capitalize on the momentum you've already gained overcoming challenges in this season to shift your mindset from surviving to thriving. Your business and workforce will be ready to conquer disruption and change for years to come, giving you a self-sharpening competitive edge.

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