



Power Up Performance

By Joanna Brandi **ARE YOUR EMPLOYEES** giving your company their all? Do they believe that what they're doing is important? Do they feel appreciated? Do they show up for work each day with passion and purpose?

A red flag should go up if you answered "no" to any of those questions. Why? Managers who aren't taking care of their employees are missing out on significant cost-savings and profits.

I've been spreading the word about this for 15 years, but only recently have I been able to rest my case on a growing body of research.

- ♦ Gallup International reported that businesses in the top 24 percent of employee engagement had less turnover and remarkably higher percentages of customer loyalty, profitability and revenues.
- ♦ Extensive studies by Hay Group revealed powerful links between employee engagement and productivity, which ultimately impacted the bottom line.
- ♦ Workplace values expert John Izzo has abundant proof that this generation of employees is more conscious of their own needs and of their place in the world.

For business leaders in companies of all sizes, the writing is on the wall: You can make and save money by keeping employees engaged. Coupled with The Sarbanes-Oxley Act, which requires that businesses document internal controls relating to employee and customer satisfaction, it's never been more important for business leaders to stop dismissing internal customer care as soft and unimportant.