



# THE NEW RULES OF EMPLOYEE ADVOCACY

THE 2015 ENTERPRISE  
EMPLOYEE ENGAGEMENT REPORT

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# Overview

## In today's workplace, the rules of engagement have drastically changed.

As a new demographic of digital natives enters the workplace, businesses need to shift to meet the needs and expectations of this always-on, mobile-first generation. Businesses today face multiple challenges as they attempt to reach new levels of agility, connectivity, and productivity. With these new expectations and the shortage of talent, how can employers continuously engage employees and enable them to be more successful in their roles?

The rules have changed.

To further explore employee engagement in today's workforce, SocialChorus surveyed one thousand professionals. Our respondents come from companies with one thousand plus employees, with 50% representing enterprises of 5,000 employees or more. **See figure 1.1**

In this report you'll find research and data on how the workforce has evolved and actionable insights that you can immediately apply to your employee engagement strategy today.

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Figure 1.1

**SOCIALCHORUS  
SURVEYED 1,000  
PROFESSIONALS.**

Our respondents come  
from companies with  
**1,000+** employees, with

**50%**

**REPRESENTING  
ENTERPRISES**

**OF 5,000 EMPLOYEES  
or more.**



## Insight 1: What Matters to Employees Today

**Companies that will be successful in engaging and retaining top talent in today's workforce need rethink traditional employee engagement methods — especially when it comes to communications.**

Sure, communication needs to inform workers on what is going on, but it also must create buy-in<sup>1</sup> from employees on key business initiatives.

Easier said than done. Today's workforce represents the most diverse workforce<sup>2</sup> in American history. A part of that diversity is represented by the different generations of Millennials, Generation Xers, and Baby Boomers, each generation with a different set of core values and different expectations from their work environment. Yet they all have one thing in common; a desire for better connections and communication at work. Even a basic Google search of "why is employee engagement important" reveals several studies and articles on the subject. Gallup has been researching employee productivity and engagement since 2000. Recent research demonstrates two important facts; employee engagement is related to company success and many employees in today's work force aren't engaged.<sup>3</sup> Employee engagement is a critical component of worker productivity and in today's fast moving information culture, and we believe it's more important now than ever.

<sup>1</sup>Towers and Watson, 2014

<sup>2</sup>Center for American Progress, 2014

<sup>3</sup>Gallup, 2013 and 2014

## Insight 2: Employee Engagement Key Findings

**The details are coming up, complete with visuals, but before we dive into those, here is what the survey found:**

- 01 It's probably not a surprise that managers are trying, but both management and employees find workplace communication to be ineffective.** Employees and management agree there is not enough effective communication internally.

**94%** of employees want to hear more about what is going on from leadership

**86%** of employees would feel more engaged if they knew more about what was going on

**68%** of executives say they do a "very good" job at communicating — but only

**21%** of employees agree

- 02 Your executive staff, the ones that are communicating company goals and strategies to your employees, think that their own communication is inadequate. This one should scare you, or at least inspire you to make a change.** Existing communication strategies are not working.

**98%** of managers have formal communications to employees

**99%** of managers admit that the company would benefit if they did a better job at communications

- 03 Workplace communication is not based on the technologies we use today when we're at home or in our community, and changing that could make a huge difference.** EMPLOYEE communication strategies that adapt to consumer expectations would work better.

**82%** of millennials want to receive company information via a mobile app

**76%** of Gen X want to receive company information via a mobile app

**52%** of Baby boomers also want to receive company information via a mobile app

- 04 Employees would like to help promote their company, but they are afraid of sharing the wrong information.** Employees would promote their company, if enabled to do so.

**87%** of employees see the career benefits from professional sharing

**93%** of say employees would be good advocates for the brand

## Insight 3: Room For Improvement

Now lets take a look at the data and our findings. It's clear that management is trying to communicate, but despite their efforts, that communication isn't effective enough.



Employees and management agree there isn't effective communication internally. This point of view is consistent across both the management side and the employee side.

Executive recognize that there is a huge delta between what **EXECUTIVES THINK** and what **EMPLOYEES THINK**.



**68%**

of executives say they do a "very good job at communicating"



**21%**

of individual contributors agree



**94%**

of employees want to hear about what is going on from leadership.



**86%**

of employees would feel more engaged if they knew what was going on.

Employees would **FEEL MORE ENGAGED** with the brand and more productive if they received **RELEVANT NEWS AND INFORMATION** about the company and the industry

**EXISTING** communication strategies **AREN'T WORKING**.



**98%**

of managers have formal communications with employees



**99%**

of managers admit that the company would benefit if they did a better job at communications.



Why don't employees know what's going on if **98%** of the management team has formal communications to employees?



If **86%** of employees don't know what's going on, could this mean that employees aren't accessing the information that executives are providing?



**94%**

of employees want to hear what is going on from leadership. .



**86%**

of employees would feel more engaged if they knew what was going on



## Insight 4: The Impact On Performance

**Now, let's take a look at employee recognition. Managers recognize that they aren't doing a good enough job at this and employees are noticing, especially millennials.**

- 01** Today's businesses know that a key component in job satisfaction is recognition, yet employee recognition falls short.

**97%** of managers believe that their employees would perform better if they were publicly recognized

- 02** Employees are not getting the recognition that they desire.

Only **18%** of employees feel that their managers consistently recognize them – this was especially true for millennials



**Employee recognition and engagement are linked to performance**

This is reason enough for business owners, communications executives, and management teams to make effective communication a high priority in their organization. Is it really as simple as doing a better job of recognizing and informing workers?

## Insight 5: Why Communication Improvement Is Critical

**Employees believe that better communication is the key to improving their job satisfaction and performance, but also the company's performance as a whole.**

### EMPLOYEES BELIEVE THAT IMPROVING COMMUNICATION

**would increase  
their contribution**



**their job satisfaction**

**increase revenue**



**reduce costs**

**produce happier  
customers**







**How employees  
would you benefit  
if management and  
executive teams did a  
better job  
of communicating**

**50%** of employees would be less frustrated

**46%** of employees would be able to contribute more

**44%** of employees would be more interested in my work

**How the company  
would benefit if  
management and  
executive teams  
did a better job of  
communicating:**

**62%** of employees say they would have happier customers

**55%** of employees say they would deliver better solutions

**45%** of employees believe the company would reduce costs

**44%** of employees believe the company would have  
higher revenue

## Insight 6: Executive Involvement Is Especially Important

**What else do employees want<sup>4</sup> besides recognition and better communication? Giving employees the tools they need to their job, the ability to be a part of the conversation, and face-time from company executives is key. Employees want to hear from their CEO and receive information from their entire team.**

**Who in your organization would employees like to hear more from about what is going on in the company?**

**41%** of employees want to hear more from the CEO

**41%** of employees want to hear more from the entire team

**27%** of employees want to hear from the executive of their division

**38%** of employees want to hear more from their direct manager



**Top down communication is important, but so is peer to peer, across divisions, and within smaller teams.**





## Insight 7: New Employee Communication Strategies Will Work Better

### **New employee communication strategies would work better.**

We know that communication needs improvement. But so do the methods of communication. Consider this: how we receive information at work does not mirror how we receive information outside of work. Many companies communicate with their employees through meetings, teleconference calls, video conference calls, and email communications. But is this communication effective?

Employees want a mobile and social experience for receiving information. Consider how many times a day people check their smart phones – many check them<sup>5</sup> as much as 150 times per day.

When asked what types of information would you want in a branded mobile app from your company, employees include content that are often outsourced but could be gathered and distributed by the employees themselves.

**72%** of employees want to hear information about what is going on at the company

**59%** of employees want to hear updates and insights from executives

**57%** of employees want to hear team-building information or events

**53%** of employees want to hear information about their market (customers, partners, competitors, etc.)

**62%** of employees want to hear fun stuff that helps me connect with my co-workers

<sup>4</sup>SocialChorus Blog, 2015: What Do Employees Want?

<sup>5</sup>ABC News, 2013

**Employees would promote their company online if they were empowered to do so:**

**95%** of employees would use a mobile app for company communication if provided

**87%** of employees see career benefits from professional sharing

**93%** of employees say employees would be good advocates for the company brand.

### When employees are well informed, they will inform their audience

Some organizations have a fear when it comes to allowing employees to share information about their company. Turns out, employees want to share, but they are afraid of getting in trouble.

So, what if your employees could share information about your company without negative consequences for your company? Professional sharing has a win-win perception among employees.

### So why don't employees share information about their company on social media?



**55%**

of employees are worried they'll get in trouble at work



**44%**

of employees are unsure about what they're allowed to share



## Employees see major benefits in sharing professional and company information.



# 46%

of employees say it would  
build their professional  
brand in the community



# 47%

of employees say it would gain  
them visibility with executives  
and other leaders

Companies have always had a responsibility to keep their employees informed, but the information they provide and how they provide it needs to be as engaging and current as the product and solutions they develop for consumers. The pay off in doing so is improved employee engagement, and that's a payoff that is too big to ignore.




## Insight 8: Employee Engagement for Today and Tomorrow

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**The expectations of the modern workforce are drastically changing as more digital natives enter the workplace. Across generations — from Baby Boomers to millennials — the use of mobile technology to accomplish everyday tasks continues to increase.**







The workplace needs to adjust to those changes  
and more effectively connect with employees on the  
platforms and devices that they use.

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As SocialChorus research shows, this drives adoption and engagement of business technologies — but more importantly, it drives productivity by giving people the best possible means to improve their performance and enjoy their work.

