

# 5 Myths of Employee ENGAGEMENT



## MYTH 1 CASH IS KING

*It's Not All About The Money*

Cash is a "hygiene" factor, meaning organizations have to get pay right, but incremental investments do not have a significant impact. Intangible rewards are the most effective motivators.

### TOP 5

*Engagement Drivers*

IN THE UNITED STATES

- CAREER OPPORTUNITIES
- PERFORMANCE MANAGEMENT
- ORGANIZATION REPUTATION
- RECOGNITION
- COMMUNICATION

## MYTH 2 RECOGNITION PROGRAMS OFFER LITTLE RETURN ON INVESTMENT



**COMPANIES** with high-performing recognition programs are **12x** more likely to have **Strong Business OUTCOMES**

*It's a Fact: Organizations That invest in incentive and recognition programs enjoy increased customer spending and revenues. Improving engagement levels among staff can increase revenue by as much as 23%.*

## MYTH 3 HIGH PERFORMERS DON'T NEED EXTRA MOTIVATION

*High Performers Are Good* at motivating themselves, but they too can become unhappy if they aren't engaged on a personal level.

In **42%** of organizations, **Low Performers** ARE ACTUALLY **MORE Engaged Than** HIGH & MIDDLE PERFORMERS



## MYTH 4 MANAGERS KNOW HOW TO ENGAGE EMPLOYEES

*The Title Of 'Manager'* does not grant the bearer the ability to engage employees. It is a skill that requires training and practice to be effective.



**26%**

OF MANAGERS FELT THEY WERE **Unprepared to Transition** INTO MANAGEMENT ROLES

**58%**

OF NEW MANAGERS **Do Not Receive** ANY TRAINING

### TOP 3

*Workplace Concerns*

FOR MILLENNIALS ARE

- Working for a manager that I can respect and learn from
- Working With People that I Enjoy
- Having Work / Life Balance

## MYTH 5 MILLENNIALS ARE DIFFICULT TO ENGAGE

*The Image of Millennials* as job hoppers is a generational misunderstanding. Millennials place a high value on engagement, and are ready and eager to commit to an organization with the same values.

*A Millennial's Dream Boss*

PLEASANT AND EASY TO GET ALONG WITH

SKILLFUL MANAGER, ADVISOR, AND SUPPORTER



UNDERSTANDING AND CARING

FLEXIBLE AND OPEN MINDED

#### SOURCES

MYTH 1: [http://www.iamhr.com/human-capital/consulting/thought-leadership/whitepaper/2014/Thanks\\_to\\_Global\\_Employee\\_Engagement.pdf](http://www.iamhr.com/human-capital/consulting/thought-leadership/whitepaper/2014/Thanks_to_Global_Employee_Engagement.pdf)

MYTH 2: <http://www.greiner.com/en-us/press-releases/2014-04-01-association-research-offices-organizations-that-adopt-an-employee-recognition-are-12-times-more-likely-to-generate-strong-business-results-11182191.html>  
<http://www.businessinsider.com/2014/04/12-reasons-why-employee-recognition-is-important-to-your-bottom-line-14/>

MYTH 3: [http://www.leadership.com/wp-content/uploads/2013/02/Leadership-10-Mistakes\\_Job-Performance-Not-Indicator\\_of\\_Engagement.pdf](http://www.leadership.com/wp-content/uploads/2013/02/Leadership-10-Mistakes_Job-Performance-Not-Indicator_of_Engagement.pdf)

MYTH 4: <http://www.aed.org/Publications/Magazines/TOTD-Archives/2014/06/New-Managers-Feeling-Lost-at-Sea>

MYTH 5: [http://www.aecostudy.com/files/whitepapers/engaging\\_millennials\\_report.pdf](http://www.aecostudy.com/files/whitepapers/engaging_millennials_report.pdf)