

EMPLOYEE ENGAGEMENT CULTURE

A Strategic Opportunity For Business Growth

Ogilvy

‘There are only three measurements that tell you nearly everything you need to know about your organization’s overall performance: *employee engagement*, customer satisfaction, and cash flow.’

Jack Welch, former CEO of GE

Many internal initiatives miss the mark

41%

of employees know what makes their brand different from competitors

57%

of sales representatives expect to miss their quotas this year

22%

of executives report that their company is excellent at building a differentiated employee experience

References (L – R)

Gallup 2019 - Human Sigma: Managing the Employee-Customer Encounter

Salesforce 2018 - The State of the Connected Customer

Deloitte 2017 - Human Capital Trends

Employees are very *powerful*

They *shape reputations*



They *live brands*



Their *authenticity is valuable*



People are a force multiplier

+147%

performance

with highly engaged employees

6x

meet objectives

with excellent change management

4x

More profitable

investing in employee experience

References (L – R)
Gallup (2019) - The engaged workplace
Prosci (2017) - Why change management?
J. Morgan (Wiley 2017) - The Employee Experience Advantage

Our burning platform

Employees are the difference that makes the difference.

Brands *Advocated*

Only 41% of employees know what makes their company's brand different from their competitors.

When employees understand their company's brand they seek to make good on its promise and are able to foster meaningful and lasting relationships with their customers.

Untapped advocates

Experiences *Shared*

Every touchpoint matters and misaligned experiences infect discontent.

Aligned customer and employee experiences enable performance and deliver profit

Unwitting saboteurs

Influence *Amplified*

Brand messages reach 8 x further when shared by employees.

Credibility is much higher when a consumer hears the company vision and promise from the everyday employee: it resonates as more sincere, authentic and honest.

Unheard voices

Implications in turbulent times

COVID-19 and beyond

People *Disconnected*

As we move forward, we also need to reinvent how we connect and reactivate our people.

Leaders need to make sustainable changes that drive performance and build a culture of preparedness.

Employee and company wellbeing are more closely aligned than ever – what impact does this have on our employee experience?

Culture and employee experience evolved

Teams *Dispersed*

How do we cultivate new mindsets and ways of working if the future of work is remote or dispersed.

Employees have demonstrated their ability to be productive at home, and in dispersed teams at an accelerated pace.

The shift in working patterns and expectations is permanent and a portion of the workforce will always require remote working capabilities.

New ways of working and agile mindset

Business *Disrupted*

Our business roadmaps are being adjusted. Our brand purpose is being evolved.

We need our people to pivot, to prioritize quick wins as well as engage them in long term action.

The ‘continue’ piece is important. We need to identify the ‘new’ that working and what existing strengths still work can come to the force in unexpected ways.

Business resilience and adaptability

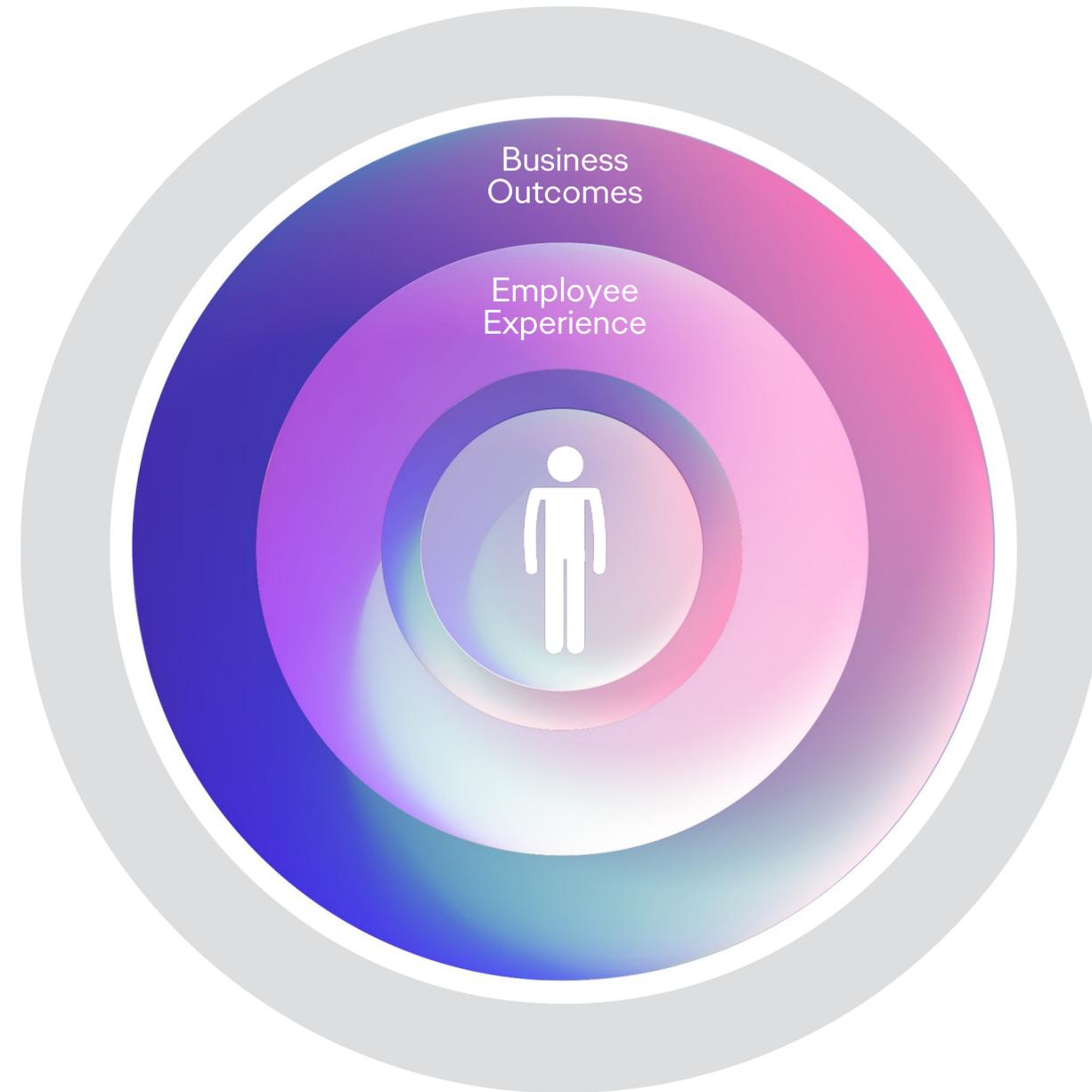
What Ogilvy can do

We help companies engage their people in a meaningful way, equipping individuals to have effective interactions with customers and each other.



What we think

Business outcomes are inextricably linked to your people.



Employees play a role in achieving:

- Competitive advantage
- Productivity
- Innovation
- Revenue
- Operational efficiencies
- Retention
- Talent pipeline

What we think

Your people are impacted by their own experience, a result of how you show up as a brand and an employer.

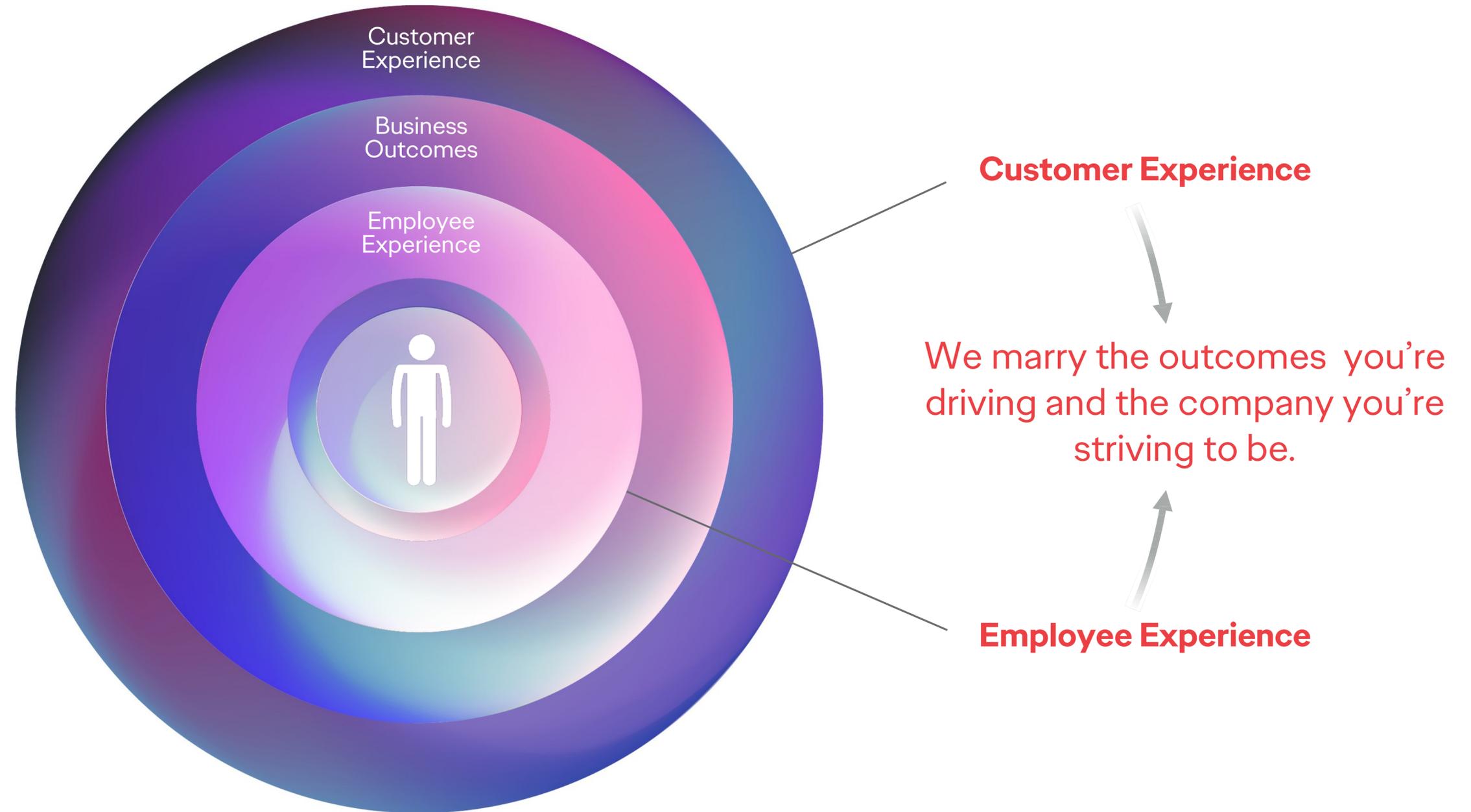


Acknowledge your unique combination of organizational and individual strengths:

- Brand
- Culture
- Collective habits
- Individual behaviors

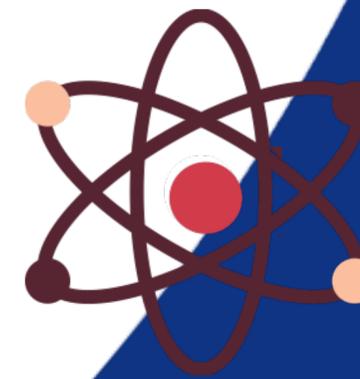
What we think

Therefore, the employee experience is connected to the experience you deliver to customers.



Engagement @Work

Moving towards the *transformative*



TRANSFORMATIVE

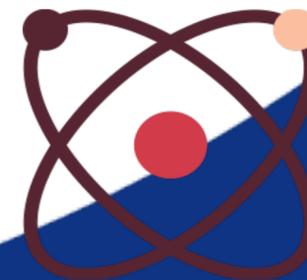
Employee engagement an integral workstream in the marketing mix with the power to transform the brand.

Employee advocates are engaged and nurtured with results showcasing business outcomes, not outputs.

Employee impact and experience has been considered through every step of the customer journey and brand planning.

Activated by a joint team across the spectrum of influence that touches on all channels.

Creatively, the idea reigns supreme with the channels in service of idea., because it directly aligns to the brand purpose.



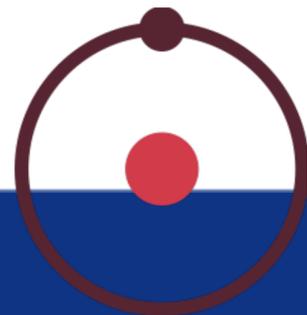
STRATEGIC

Employees integrated into the wider marketing mix but in an ad-hoc manner and only on specific campaigns.

Employee activation more complex but results are still not tied to business outcomes.

Activated by PR, Social and/or Media separately with little/no integration.

Internal engagement and experiences wedged into other marketing or communications as an afterthought



BASIC

Employees are used tactically as an add on to an activation strategy.

Focus is on output to the employee with results measured on uptake metrics.

Activated tactically by PR or by social.

Creatively the ideas are stunt-driven or opportunistic.

At Ogilvy we create programs that connect employees to the best of your organization to deliver the business outcomes you're driving.

Internal
communications
and processes

Corporate
Culture
Regeneration &
Activation

Campaign
Activation

Employee Value
Proposition and
Recruitment

Employee
Influencer and
Advocacy
Strategy

#1

INTERNAL EMPLOYEE COMMUNICATIONS

All communication must be linked to your goals. Engage employees in all HR processes and procedures via compelling creative internal communications connecting to your corporate culture



#2

CORPORATE CULTURE REGENERATION & ACTIVATION

Aligning the Corporate Vision, the Brand and the Human Resources to create a future-proof Employee Brand, rework and activate the corporate culture proof-points to engage employees (Values, Myths, Rituals, Symbols).



#3

CAMPAIGN ACTIVATION

Leverage and amplify the impact of your corporate and commercial brands by engaging and activating the collective and individual powers of your Employees.



#4

EMPLOYEE VALUE PROPOSITION & RECRUITMENT STRATEGY

Create a differentiated and compelling EVP to attract and retain the kind of talent that is essential to the future of the business. Design the activation and amplification of your EVP across the talent / employee journey & touchpoints.



this
must be
the place

#5

EMPLOYEE ADVOCACY AND INFLUENCER STRATEGY

Connect and amplify employee advocates to build brand value, improve visibility and voice.



Would you like to find out more about
employee engagement & Ogilvy?

Please Contact George Kotionis

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