



**BUSINESS IMPACT
BRIEF**

Engaging the Disengaged Workforce:

Rewarding and recognizing employees to
enhance productivity & engagement





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Introduction

It is an undeniable fact that employees are the most valuable assets and lifeblood of every organization. Therefore, fulfilling their needs and desires is vital, as it affects their loyalty, job satisfaction, and work performance. Unfortunately, employers not only disregard engagement as a priority, they underestimate its significance and even realize the detrimental impact of ignoring it. Maslow's Hierarchy of Needs theory can provide a deeper understanding of what drives engagement, and help managers first address gaps on the lower end of the pyramid, and then move up to the rest layers. The figure below acknowledges five distinct levels of human needs as powerful behavioral motivators. The baseline covers the most basic needs or efforts, while ascending to higher levels, people seek more advanced ways of fulfillment.

Each disengaged employee costs at least USD 2,246 annually for companies ¹



1. McDade, S. (n.d.). Calculating the cost of employee disengagement. PeopleMetrics.

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HIERARCHY OF EMPLOYMENT ENGAGEMENT

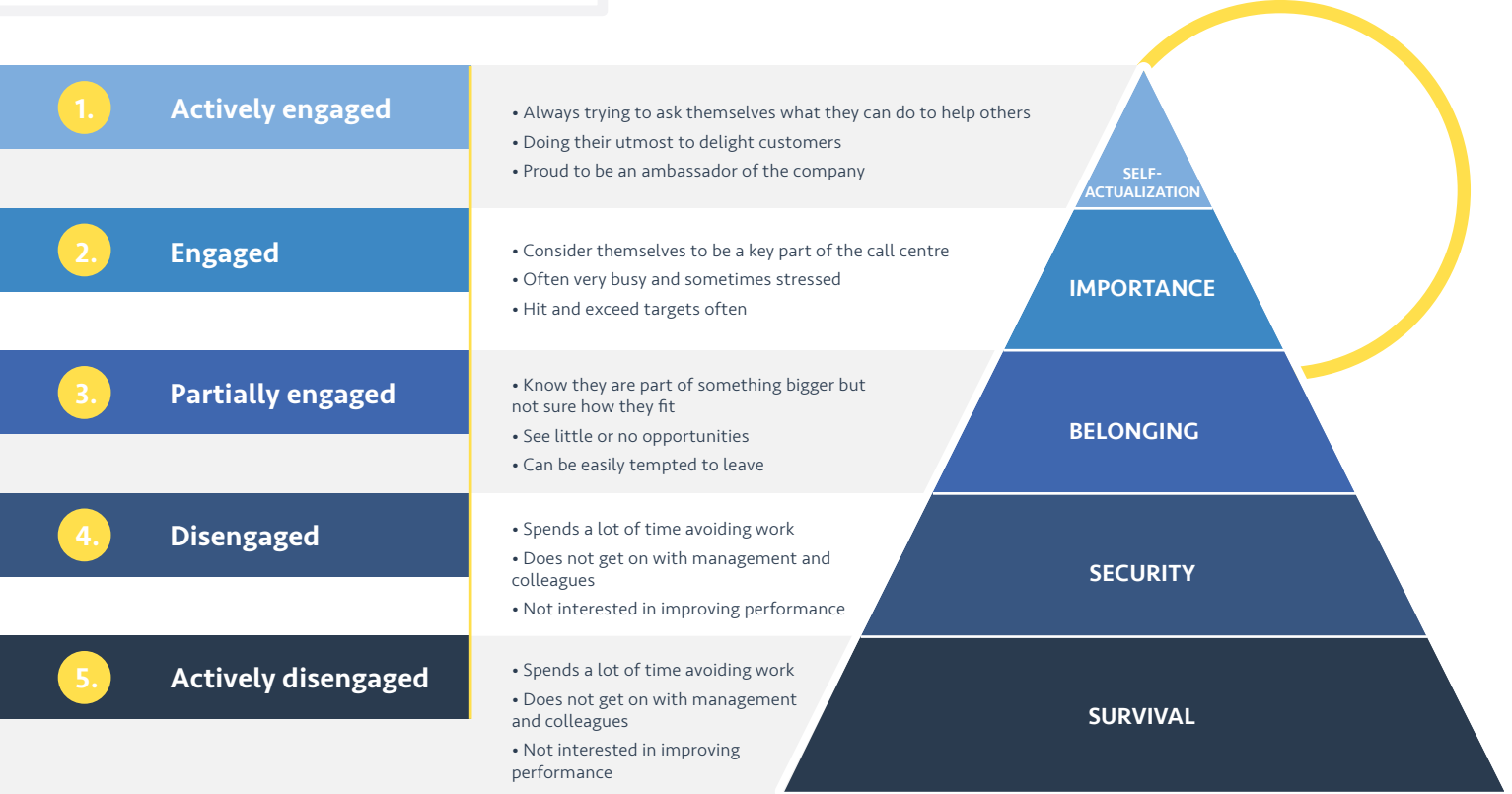


Figure 1 | *Hierarchy of employment engagement, based on Maslow's Hierarchy of Needs. Thompson, S. J. (2019, September). How to motivate disengaged team members with tips for employee engagement.*

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Disengaged employees can easily jeopardize the corporate culture, productivity, and reputation of a firm. These individuals tend to hide information and lack enthusiasm, creativity, trust, and interpersonal relationships, as they are emotionally detached from their work and colleagues. Their behavior sometimes leads to conflicts, as they do not accept feedback, nor comply with rules or regulations. They have no interest in learning, nor share their opinions or ideas. Their low morale reduces their performance, while absenteeism and presenteeism levels increase, which causes major disruptions and has a long-lasting negative impact on organizations. In addition, unmotivated people make 100 times more errors than their engaged counterparts. That is actually 100 times more energy, time and money invested!

The consequences of disengagement are immense. Unhappy employees can destroy a firm's reputation, which makes recruitment and retention for top talent quite challenging. Employee turnover, whether voluntary or involuntary, increases costs for organizations, as they need to find replacements for individuals who leave due to ineffective management, lack of career development opportunities, insufficient pay, etc. Hiring top talent is time-consuming and expensive, because it encompasses advertising, screening applicants, and interviewing. Then, there are onboarding costs, which include orientation, training, etc. In the meantime, productivity levels and quality will decline, while workloads will overwhelm existing employees, creating a stressful environment.

Furthermore, disengaged employees fire customers due to their cynicism and negativity. Due to lack of empathy, they rarely own the customer's problem. 68 percent of clients will not return because of a poor service, while they expect exceptional journey from the moment they start seeking solutions to the post-purchase phase. Customers need to know that the person who represents the brand is empowered to help with any problems at every touchpoint. ²

2. Achievers. (n.d.). The cost of disengagement to your company.

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The purpose of this paper is to reveal the ultimate value of employee engagement and propose an employee-centric management approach to C-Suite members to overcome performance challenges, while saving time, money, and resources.

The key is to motivate individuals to go the extra mile, ensuring close collaborations, mutual trust, and outstanding performance. This inevitably leads to job satisfaction, increased profitability, and brand awareness, which offer a competitive edge in the market.

Introduction

Section 1

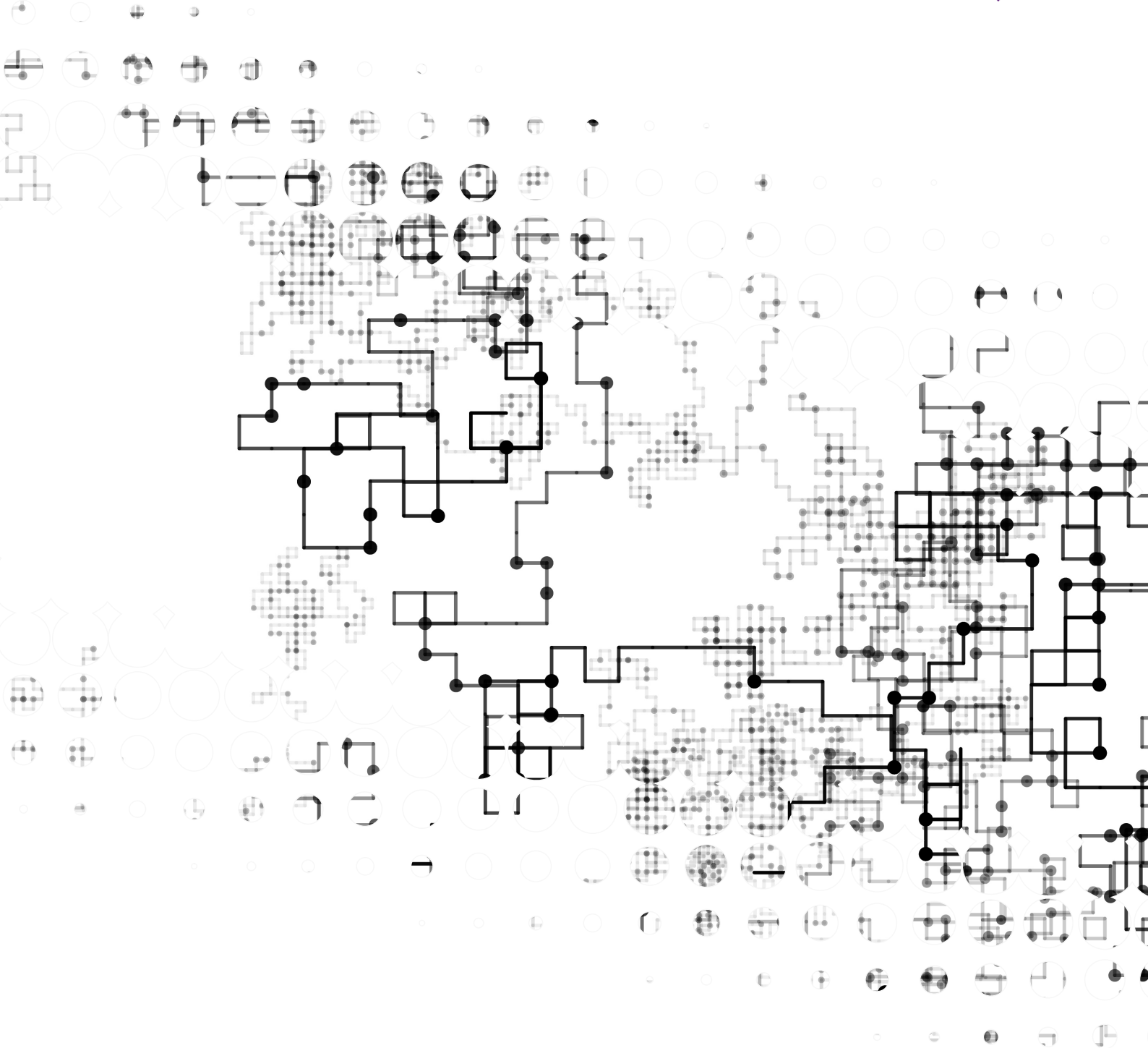
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