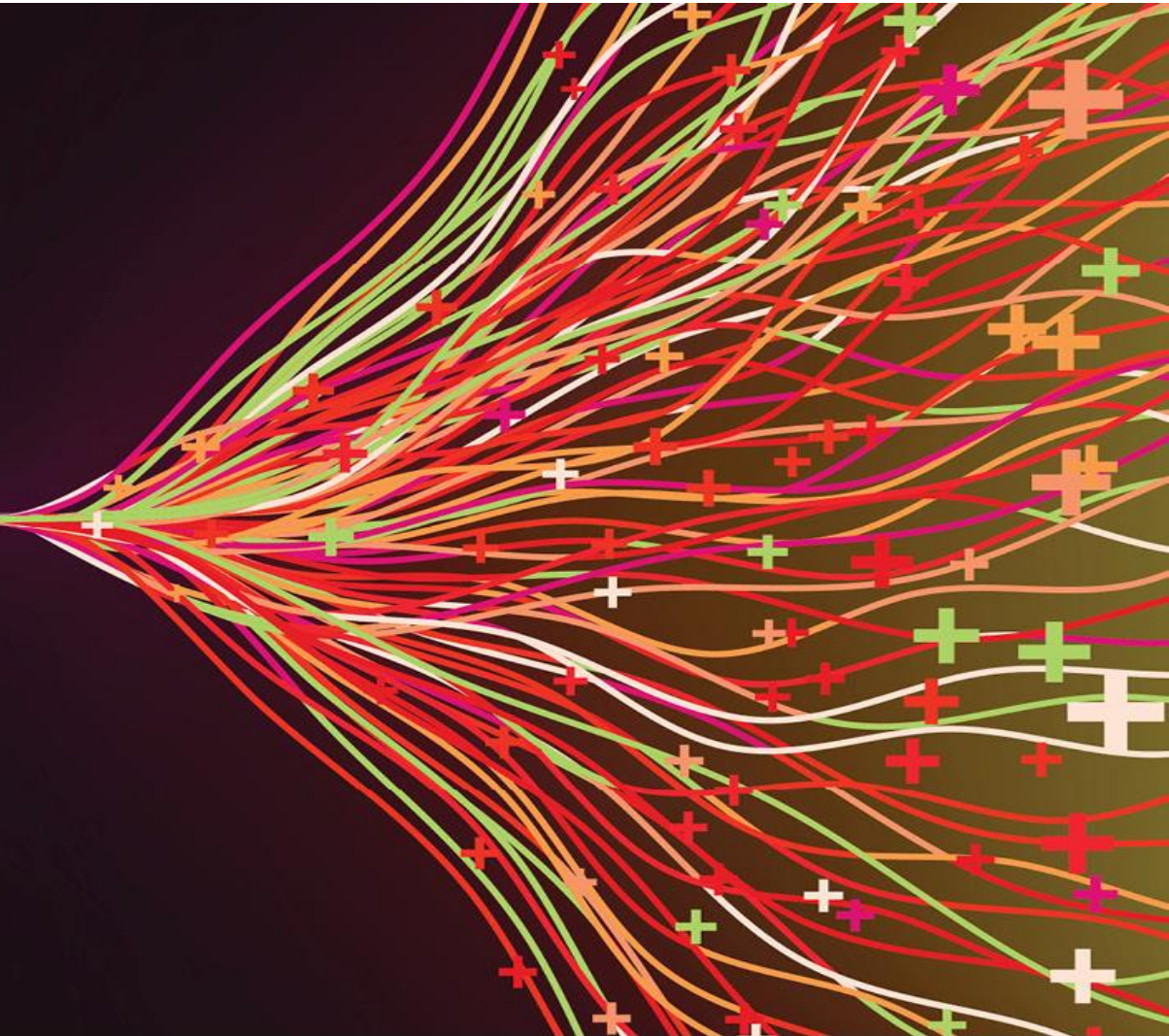


Beyond the Metrics: Creating Meaningful Engagement Through Communication

April 16, 2020



Some of the critical questions and issues we will be answering today

- Defining Employee Engagement
- What's Not Working
- It's about Care and Connections
- Care in Crisis
- Key Takeaways
- Q & A

Earn Credits

- Stay online for the entire webcast
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HRCI

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CPE (NASBA)

- ✓ Type your full name, email address, and specify “CPE” in the space provided
- ✓ Click ‘ok’ for 3 popups that occur during the program

Today's Presenters



Lauren Franklin
Senior Brand Manager
Limeade



Stefanie Lightman
Head of Brand Management
Limeade



Katy Breuer
Program Director,
Project Management
Executives Council
The Conference Board

Defining Employee Engagement

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Employee engagement is a
deep connection and **sense of purpose**
at work that creates extra energy
and commitment.

Engagement Matters

Companies with high employee engagement have

2.5x

higher **stock price growth** compared to that of less engaged peers¹

Companies with higher engagement are

78%

more profitable and 40% more productive²

Disengaged employees are

5x

more likely to have an **accident**³

Drivers of Employee Engagement



What's Not Working

limeade®



Current engagement approaches miss the mark

Only

35%

of HR practitioners believe their engagement efforts lead to positive business outcomes

(Bersin & Associates, 2012)

The number of engaged employees stayed around

30%

during the last decade

(Gallup, 2016)

Actively disengaged employees cost the U.S. upward of

\$550

Billion per year

(Gallup, 2017)

It's About Care and Connections

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**Meet
Josue**

Marketing Manager



Meet Aparna

Receptionist



Meet Cameron

Physician

A Different Experience

limeade®



You Matter!



As CEO, I want to share my gratitude to each of you and how what you do matters every day.

Thank You

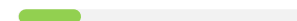


Jose, thank you for inspiring our team and keeping us motivated.

Do a Well-Being Check-In With Your Team

Take Time to Recharge

20%



Well-Being at Work Course



What's your role in supporting employee growth?

[Learn more »](#)

Ask For More of What You Like

Build a Bridge Between Work and Vision



Recognize
Direct
Reports!

Set-Up a
Feedback
Web For Your
Team

Welcome Cameron!



Let's get you set up with everything
you need at Northwest Medical

Ask HR



Got a question?
We're here to help!

Audience Poll

How are your organizations demonstrating care for employees during the COVID-19 crisis?

Care in Crisis

limeade®



Recognize a co-worker

Weekly Pulse
– How can we help?

Take a well-being pause



Daily Message from our CEO



We are in this together!

Ask HR



Got a question?
We're here to help!

 **World Health Organization**
Company News · 26 minutes

WHO update

World Health Organization (WHO) @WHO:
Many people are making great sacrifices to #StayHome
& protect their health & that of others from #COVID19.

Here s... <https://t.co/vKowtn1reF>

Let's Start Now...

Resources	Stay Connected	Well-Being	Communications
<ul style="list-style-type: none">✓ Manager Tools✓ Industry Alerts✓ Tip Sheets	<ul style="list-style-type: none">✓ Encourage Sharing✓ Social Interactions✓ Lunch Delivery	<ul style="list-style-type: none">✓ Regular Breaks✓ Support at Home✓ Suggested Activities✓ Meeting Free Days	<ul style="list-style-type: none">✓ Leadership Videos/Blogs✓ Tasks Force outreach✓ Regular cadences✓ Multi-channel

<https://www.limeade.com/en/coronavirus-covid-19-care-in-crisis/>

Key Takeaways

- Engagement is a day-to-day experience (not one-time survey!)
- Technology can help you personalize engagement and the employee experience
- There's no better time than the present to care for employees

Questions

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Thank You!

Reach out:
Info@limeade.com

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Related Resources from The Conference Board



Publications

[**DNA of Engagement: How Organizations Create and Sustain Highly Engaged Teams**](#)



[**Determining the Business Impact of Employee Engagement**](#)



Webcasts

[**Transaction Trends & Mitigating People Risks in Uncertain Times**](#)

April 21, 2020



[**Key Levers for Successfully Managing the Uncertainty and Disruption of COVID-10**](#)

April 30, 2020