

The Power of One.

Re-Engaging Employees for Success

You've heard that disengaged employees can cost your company a significant amount—much more than most companies want to think about paying. But what do you stand to gain when you put in the time and effort to truly engage your employees and establish a positive culture throughout your business?

The connection your employees have with your customers is your most valuable tool for growing your brand. The more an employee feels a part of your mission, the easier it is for him or her to connect with your customers on an emotional level, and this partnership with your business is critical to success in today's marketplace.

If you're not convinced yet, here are a few employee engagement statistics [with sources]:

- Content shared by employees receives 8X more engagement than content shared by brand channels (Source: Social Media Today)
- An employee advocate is 2 x more trusted than a CEO (Source: Edelman Trust Barometer 2014)
- Employees have on average 10x more social connections than a brand does (Source: Social Chorus)
- Leads developed through employee social marketing convert 7x more frequently than other leads (Source: IBM)
- 72.6% of salespeople using social selling as part of their sales process outperformed their sales peers and exceeded quota 23% more often. (Source: Aberdeen Group)
- 77% of buyers are more likely to buy from a company whose CEO uses social media (Source: MSLGroup)
- 92% of employees' Twitter followers are new to the brand (Source: Cisco)
- Brand messages reached 561% further when shared by employees vs the same messages shared via official brand social channels (Source: MSLGroup)
- Brand messages are re-shared 24x more frequently when distributed by employees vs brand (Source: MSLGroup)
- 98% of employees use at least one social media site for personal use, of which 50% are already posting about their company (Source: Weber Shandwick)

That is the power of one. When you take the time and effort to create engaged employee advocates who are excited to share your brand with their online social networks, you will be increasing your visibility tenfold.



Most businesses love the idea of being able to provide better service, productivity, and higher customer satisfaction. And no one is averse to the idea of increased sales and more profit. These are just a few of the things your business will enjoy when you start to leverage the power that comes with having engaged and happy employees.

According to TalentCulture, highly engaged employees are 38% more likely to have above-average productivity. You've got nothing to lose by making an investment in cultivating a social culture and engaging your employees. Here's why:

Employees of socially engaged companies are...
[Source: Altimeter & LinkedIn Relationship Economics 2014]

- 57% more likely to align their social media engagement to generate sales leads
- 20% more likely to stay at their company
- 27% more likely to feel optimistic about their company's future
- 40% more likely to believe their company is more competitive

And yet, disengaged employees make up 74% of the average company's workforce. (Source: Tower Watson)

Re-engaging employees makes sense from a financial perspective when you consider the cost. A McLean & Company Study found that disengaged employees cost organizations an average of \$3,400 a year for every \$10,000 in annual salary.

Furthermore, a Harvard Business Review Study reveals low-level engagement within companies results in a 33 percent decrease in operating income and an 11 percent decrease in earnings growth, whereas companies with high-level engagement have a 19 percent increase in operating income and a 28 percent increase in earnings growth.

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The Investment

The reality is your employees are already on social media. Why not invest in tools and training to leverage that reach. The numbers speak for themselves. And it doesn't take a large investment of either time or money to begin to re-engage. It starts from the top down with a decision to engage and invest in employees. There are plenty of companies with successful employee engagement strategies to follow. Southwest Airlines, Dell Computers, Zappos, Inc., Adobe, Sony, Amazon and more.

Be creative in the ways you choose to engage your employees. Remember, you are leveraging a powerful resource in your employees by increasing engagement to build your brand. When you choose to focus on creating a more positive employee culture. There are several ways you can get started, but if you need some ideas, check out the list below:

Involve employees in defining the story and mission of your dealership. Take time to ask questions and discover the unspoken internal values of your organization. Encourage your employees to dream, to present their ideas for innovation and even allow them to work on personal projects for short periods of time. Encourage charity and volunteer projects and do them as a team. Find ways to celebrate your people and their achievements. Become storytellers. Encourage employees to support one another: succeed or fail as a team.

The Return on Your Investment

What you will get in return is priceless. Not only will your employees thrive in an engaged workplace, they will begin to show a higher level of productivity and customer service, resulting in positive business results for you. The positive culture you are helping to create will inspire brand activism on the part of your employees. They will be proud of where they work and what they do—and they will want to share that with those who are important to them.

Let the power of one work for you. Just one engaged employee is more powerful than all of the paid advertising you can afford. One employee who is fully invested in the story of your brand is enough to change everything.

To find out how FuzeCast CEM can help you leverage the power of your employee advocates contact us at info@motofuze.com or call 1.855.313.2452