A survey of Fortune 100 executives found 65 percent are concerned about turnover and mistrust in their organizations. In other words, employees are not engaged — they are either looking to leave or are not performing to their potential.

These concerns are sobering, because recent research links engagement to such bottom-line success metrics as stock price, revenue, and earnings per share. Employers must turn engagement around if they want to drive down costs and boost their ability to compete. Buck’s Communication and Talent and HR Solutions teams can help your organization understand the principles of effectively engaging your workforce so your employees are present, productive, and focused, and your business can thrive.

Buck understands the science of engagement. From using predictive analytics for diagnostics to creatively applying social media, we zero in on your needs and tailor our solutions to engage your workforce. We also know employee engagement can mean different things to different organizations. Therefore, our first objective is to help you identify your engagement priorities.

Confirming your engagement objectives

Do you want more satisfied and productive workers, with aligned goals that drive shareholder value? Your organization may need to focus on what could be described as “Big E” organizational engagement. Buck can help you measure how well employees are engaged in your organization by listening to their perceptions, identifying challenges and barriers, and then refining your employee value proposition — the handshake deal between employer and employee — and/or identifying gaps in your programs and practices that must be addressed.

The Four I’s

Buck’s Consumerism 360° Four I’s are levers we can help fine tune to maximize engaged behaviors and results.

- Information: “I understand...”
- Incentive: “I want to...”
- Infrastructure: “I can...”
- Imperatives: “I must...”

Each wraps around critical elements of the employee value proposition, involving employees’:

- Career: job opportunities, learning and development, culture, and overall experience
- Health: physical, emotional, and more
- Wealth: current and future security

Other times, you may want to drive different behaviors in your organization, such as getting employees to live more healthily, save and plan for retirement, or take more responsibility for their career development and performance. Given these objectives, you may need to focus on what Buck calls “Little e” behavioral engagement, targeting employee acceptance of responsibility, capability building, and behavioral change. Buck’s Consumerism 360™ framework can help you define the desired behaviors you’re seeking in your organization, using four levers we call the Four I’s: Information, Incentives, Infrastructure and Imperatives.
Applying Buck’s strategic approach to engagement

Buck can guide you in any phase of our proven process to ensure you have the right support and expertise at your side at the right times, and you can cost-effectively leverage a blend of Buck and your in-house resources.

1 Discovery and Buy-In
- Confirm your purpose, e.g.:
  - Better attract talent
  - Stem or prevent attrition
  - Enhance motivation
  - Boost image and brand
- And/or other objectives:
  - Health and consumerism
  - Wealth and retirement
  - Career development and contribution
- Secure leader buy-in on priority and process

2 Research and Gap Analysis
- Confirm engagement assessment framework and robust methodology:
  - Conduct new assessments
  - Review existing survey data
- Select listening tools: surveys, focus groups, interviews
- Conduct an employee communication audit (TAG)
- Analyze results, gaps, actions
- Outline action planning, role of work groups/councils, and support post-survey cascades

3 Final Analysis and Recommendations
- Total rewards strategies
- Consumer-driven health, wellness and wealth strategies
- Life@Work™, WellConnect and related portals
- My Mobile Benefits™ apps
- HR branding and EVP development
- Change management
- Learning programs
- Comprehensive HR planning
- Global communication
- Xerox translation services

Following successful principles

Our approach, analysis and recommendations are closely tied to eight principles of effective engagement:

Tie it to the company mission.
Buck can help you with goal alignment and reinforcing company values through communication.

Make it personal and relevant.
Buck can help you develop a targeted messaging strategy that speaks specifically to each individual’s needs.

Leverage teachable moments.
Buck uses eLearning tools to help employees understand complexities of choosing the right retirement plan investment or health plan.

Apply behavioral science.
Buck’s communication strategies can leverage behavioral science principles like loss aversion to encourage employees to contribute more to their health savings accounts and take advantage of a company match.

Drive actions and outcomes.
Buck leverages mobile communication tools to create personalized checklists and reminders.

Make it simple and interactive.
Buck can create tools like retirement calculators to help employees see how much what they earn now impacts what they spend in their golden years.

Make it accessible and convenient.
Buck offers tools that can be used on mobile devices including benefit apps and QR codes so employees can get to the information they need when they need it.

Make it “sticky” and fun.
Buck understands the power of gaming technologies on computers, creating online avatars, and even sending families postcards with health-related word games to get them engaged.
Encouraging employees to be better consumers of the programs you offer across the rewards spectrum — from health and wellness, to financial programs to career development — helps them be more physically, emotionally, and fiscally healthy. Employees become more engaged in their current jobs, appreciative of your offerings, and in turn, higher-performing.

Contact us
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