



Marketing Mindset

Today's Trends With Analysis

A Kore Access Publication

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Print this E-zine and use the checklist questions as points of discussion and as tools for your marketing planning.

In This Issue

Dear **Marketing Mindset** Reader,

As you review last year's records and make plans to improve your organizational productivity and finances, you should look to the enhancement of employee engagement. Engagement is no longer an abstract management concept. Recent studies, as well as numerous company success stories, have proven that employee engagement has a significant impact on the overall success of every organization, especially a service organization.

Both researchers and practitioners agree that increasing engagement is an important priority for management. Four critical areas can be monitored and managed to ensure more successful employee engagement: 1) communication, 2) leadership, 3) training & development and 4) recruitment & hiring. This issue of **Marketing Mindset** will highlight some of the industry recommended solutions for achieving improvements in each of these four critical areas.

Wishing You Marketing Success,

Maria Pinochet, Publisher and Author
Contact Us



Today's Trend – Employers Acknowledge That Employee Engagement Drives Business Success

Surveys consistently reveal that employee engagement—the strong emotional connection an employee has with his or her organization, a connection that leads to a willingness to exert extra effort at work—can have a profound effect on employee retention, productivity, and the overall financial success of a company. In contrast, those employees who are actively disengaged tend to be among the most vocal and influential leaders in the organization. Such influence can be detrimental to employee morale since the discontent of such employees can create turnover in a group or team that was not previously dissatisfied. Additionally, conclusive research points to employee engagement as a driver in the achievement of profitability and long-term market success. The necessity to face such financial truths has spurred organizations to find ways to enhance the engagement of their employees.

Key Point



Employee engagement is a critical factor in business success.



Qualifying Question

Can your organization and your customers benefit from the actions of highly engaged and committed employees? Yes No

If Yes,

Relevance to Your Marketing Strategy: High Medium Low

Priority for Your Planning: Short-Term Mid-Term Long-Term

Communication: Increase employee connection with improved communication.

Are your employees emotionally invested in the mission, vision and goals of the company? Do your employees feel that their input is valued and that they have an impact on organizational success? Are your compensation packages competitive? Do you offer effective career development programs?



Leadership: Show that you value your employees – and mean it! Do your managers micromanage, create unnecessary rules and use excessive controls? Or do they empower employees by effective communications, the celebration of small successes, the creation of a fair work environment and movement toward real empowerment?



Training and Development: Employee engagement grows out of a culture of development. Does your training begin on the first day of employment and continue throughout the employee’s career? Do you include an introduction of the mission and vision of the company as part of the basic training? Does your development program include challenging work assignments that broaden skills?



Recruitment and Hiring: Search for cultural fit as well as for job skills. Are you screening for the right job skills and qualifications? Do you recruit employees for fit, as well as for training credentials and for specific job opening requirements? Does your selection process include a method for finding candidates who fit into the organization’s culture?



Checklist

Recommended Resource



Are Your Customers Raving about Your Employees?

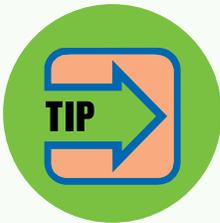
Surveys show that customer feedback on the quality of service they have received is linked to the workplace satisfaction of the employees who served them. In other words, engaged employees enhance customer service and drive customer satisfaction. With these facts in mind, can your business or organization afford to operate with employees who are not highly engaged and invested in your organizational mission, vision and goals?



Spend time finding out how other organizations have improved both customer satisfaction and business performance by increasing their employees' satisfaction levels. Search out insights into best practices for your managers on leadership initiatives, explore the business benefits of various employee engagement programs and analyze the advantages of establishing good Human Resource practices. Through the use of such resources available in this knowledge-based economy, you will then become a manager who does not ignore the largest factor of an organization's success – its people.

To learn more about the impact employee engagement has on the business success of your organization and about what measures your organization can take to improve employee satisfaction levels, read **“Drive Business Success Through Improved Employee Engagement,”** a Kore Access white paper. To read the full white paper - [click here](#).

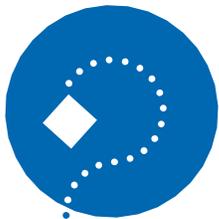
- * Keep yourself out of the legal limelight. The implementation of new laws and HR practices can make your current policies outdated, can put you and your organization at risk of scrutiny, and can even reduce employee morale.



Let Kore Access review your materials and practices. We can update your employee handbooks, orientation materials and job descriptions to get you back on track. You will be surprised at how easily and effectively employee morale and productivity improves when employees have a clear understanding of what is expected of them and when they know consistent HR practices are followed.

To set up your initial, complimentary consultation and to get a customized project quote, [contact us](#) today.

*For additional marketing resources,
please visit www.koreaccess.com.*



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www.koreaccess.com • info@koreaccess.com • (850) 341-9075