

New Research on 3X Higher Innovation Rates for Employee Engagement

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Article Info	ABSTRACT
Article history: Received : 11.01.2025 Revised : 13.02.2025 Accepted : 20.03.2025 Keywords: Employee Motivation; Innovation Strategies; Organizational Culture; Productivity Enhancement; Workplace Engagement	In fact, disengaged employees cost organizations just over \$8.9 trillion annually in lost productivity worldwide. It is an alarming situation and makes it quite clear why everyone should care about the level of employee engagement in their organization. In fact, our research reveals that engaged employees are 18% more productive and can contribute to the company's profitability by 23%. Despite this, workplace engagement dropped to 23% in 2024, down from 39% in 2021. While the impacts of team engagement do not stop at basic productivity metrics, significant results can be found when they are present. Highly engaged companies produce 87% less absenteeism and additionally, up to three times more innovation than their competitors. We know that it costs between half to double an employee's annual wage to replace them. Furthermore, organizations with high engagement levels are more profitable than their competitors, they've got higher levels of customer satisfaction and also they're more innovative. In this article, I will explore the importance of employee engagement and its relation to organizational success using the most extensive research and data driven insights available.

1. The Measurable Impact of Workplace Engagement on Innovation

Employee engagement is a cornerstone of organizational success and it is felt at a much higher level than normal metrics. Turning to the measurable impacts of workplace engagement on innovation reveals a mountain of data that emphasizes the criticality of good employee engagement [1]-[3].

1.1 New Research: 3X Higher Innovation Rates in Engaged Teams

But recent studies have confirmed a very significant connection between employee engagement and innovation. Organizations with very high engaged employee rates, three times higher than their competitors, will enjoy innovation rates. This is a hugely striking statistic since it really demonstrates why engaged teams are so essential to generating creative thinking and solving problems throughout the workplace. However, there is no coincidence between engagement and innovation. The most engaged employees are engaged to innovate in a variety of industries whether they go above and beyond their basic job duties or not. According to research, the same number (about 8 out of 10) of very engaged

employees believe their organizations promote cultures of innovation as compared with only half the less engaged employees. The stark contrast shows us just how engagement build a place that new ideas thrive.

Furthermore, the relation of engagement to innovation goes further than perception. If companies' innovation efforts really can't be enhanced by having an engaged workforce, they certainly shouldn't be. For example, as Harvard Business Review puts it, organizations with engaged employees are 29% more likely to report innovation. This data proves that there is a clear connection between having a highly driven workforce and producing remarkable ideas.

The strength of the innovation-engagement connection becomes stronger due to the reality that engaged workers are more likely to generate innovative ideas and solutions. Their deeper emotional investment in their work and the organization's success makes them be able to breed out in terms of how creative they can be and problem solving abilities. Thus, engaged teams become powerhouses of innovation that invariably trump their less engaged counterparts in in putting new products and services, and processes on the road [4]-[6].

1.2 Key Performance Metrics Beyond Innovation

Employee engagement stands out but for innovation one, which is the biggest benefit, but that's not the only thing where an engaged employee would contribute.

Secondly, engaged workplaces create a great boost in productivity. Gallup's research shows engaged employees are 18% more productive than disengaged employees. The productivity increase translates directly to improved organization performance and efficiency. Bain & Company's

study also shows that a disengaged employee is a phenomenal 125 percent more productive than an engaged employee.

The retention rates in organizations with high employee engagement also increase. Companies that focus on employee engagement have lower turnover rates (some even reduce turnover by up to 31%). Not only do these savings enable organizations to save considerable dollars when hiring and training new employees, it also facilitates retaining such vital institutional knowledge as well as expertise [7]-[10].

Table 1: Correlation Between Employee Engagement Initiatives and Innovation Outcomes

Engagement Initiative	Innovation Metric Tracked	Observed Improvement (%)
Cross-functional Collaboration	Number of new ideas per quarter	220%
Employee Recognition Programs	Participation in innovation programs	180%
Flexible Work Environments	Patent submissions per team	150%
Continuous Feedback Mechanisms	Process improvement suggestions	240%
Innovation Training & Workshops	Prototype development rate	300%

The other critical metric to absenteeism is engagement levels. High employee engagement tends to decrease absenteeism by 41%. Not only is this productivity all but improved through this decrease, but also the workforce that we see today seems more healthy and more committed on the whole.

You can also see the effects of employee engagement in customer satisfaction. There are higher chances that engaged employees who are providing extraordinary customer service will provide a higher rate of satisfaction for the customer customers. Gallup's research finds that companies with engaged employees enjoy 10% higher customer ratings. Improved customer satisfaction as a result of this will consequently increase the probability that the customer will become more loyal to the business or recommend the business to someone else in the word of mouth. In fact, a firm's financial performance is closely tied to the engagement of its employees. Companies with highly engaged workers have 21% greater profitability. But the increased profitability is not just a short term gain, it is a sustainable competitive advantage that compounds overtime as engaged employees keep driving innovation and efficiency.

The last is that the quality of the work done by engaged employees is typically better than that of disengaged employees. However, engaged workers are more detail oriented, apply more energy to

producing the goods and services, and are more interested in the products of their work. The increased quality is one that will lead to greater error reduction, better product or service delivery and better overall organizational performance [11]-[14].

1.3 Financial Case: How Engagement Drives the Business Growth

There are very significant financial implications of employee engagement. Investing in the engagement results in high returns; both financially direct and indirectly, that support organization's long term business expansion.

A study by Gallup has determined that companies with engaged employees have 21 percent higher profitability. Yet while this enhanced profitability is this substantial increase, it isn't a one shot in the arm. You're looking at a powerful advantage that compounds over time as your engaged employees continue to raise the bar for innovation, productivity and customer satisfaction.

Additionally, engagement brings financial reward not just in profitability. Highly engaged organizations grow the average of their revenues by up to 30% more than their competitors. The power of engagement is manifested in this increased revenue growth, which is a simple reflection of the ability to drive overall business performance and competitiveness on a market.

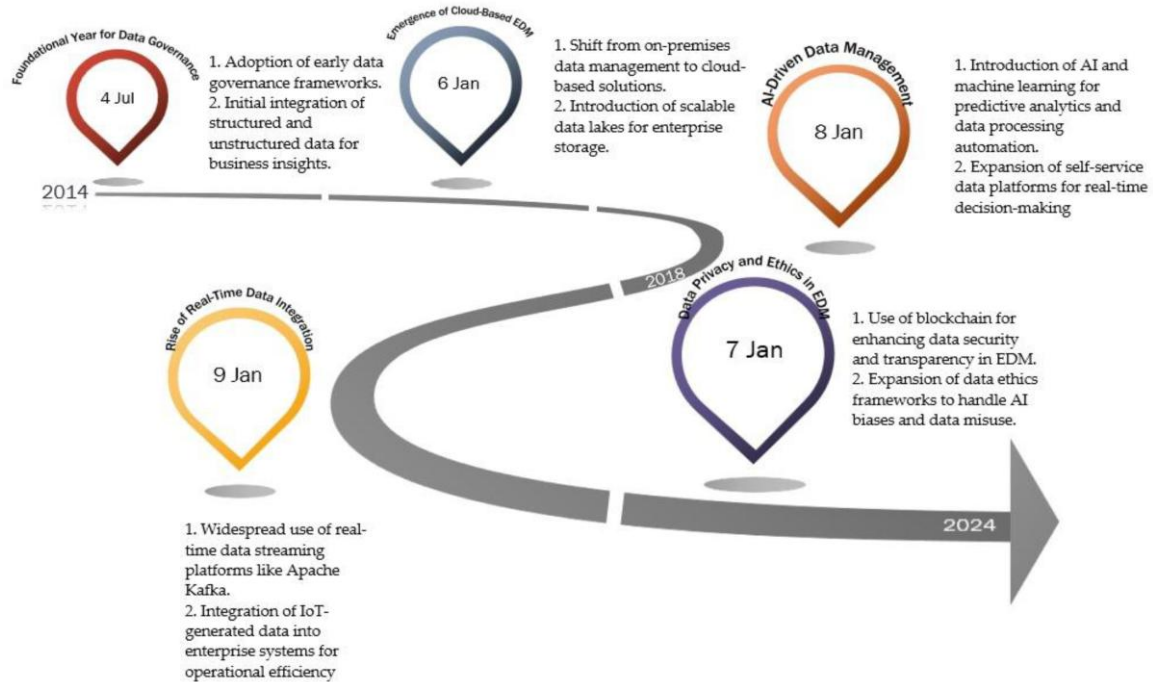


Fig 1. Highly engaged organizations grow

It is equally as impressive on shareholder returns. It turns out that total returns to shareholders are 13% higher for organizations with engaged employees. It shows the engagement is not merely being used as an internal metric but it is a major factor in achieving external financial performance and investor confidence.

Besides, employee engagement also aids in minimizing costs incurred in turnover and absenteeism. Replacing an employee can cost anywhere from half a year's salary to double. However, by improving retention rate, engaged organizations reduce the amount required for recruitment, onboarding and training costs. Moreover, the 41% reduction in absenteeism of highly engaged organizations equates to enormous savings in lost productivity and temporary staffing costs.

The good news though is that the good financials of engagement are multiplied by its effects on customer relationships. Having engaged employees means that they'll be likely to deliver exceptional customer service, which in turn promotes higher customer satisfaction and loyalty. This leads to improved customer relationship and quality relationship with the customers, increased sales and positive word of mouth referring which helps to augment business growth.

Because engagement drives financial performance as we discussed in the previous paragraph, innovation is another area where it works. The companies that are more likely to experience increased innovation have the ones most engaged by their employees. A heightened innovation capability can bring about new products, services

or processes capable of generating new revenue streams or enhancing operational efficiency, adding further to financial performance.

Employee engagement not only helps the business create financial benefits but it also has an effect on productivity. Organizations can achieve more with their existing headcount and operational cost by engaging employees who are 18 percent more productive.

So it should be noted that the financial benefits of engagement is not just applied to the immense crest corporations. Investing in employee engagement also benefits small and medium sized enterprises (SMEs) greatly. In fact, in smaller organization each employee is more effective when his contribution directly affects the overall performance of the organization.

But the key is to realise financial benefits from these properties, and it warrants a strategic and sustained engagement with employee engagement. Engagement needs to be seen as a constant effort by organizations to develop a work environment that promotes motivation, job satisfaction, and productivity.

Considering the employee engagement initiatives such as professional development, recognition systems, and updated communication protocols as strategic business decision and obtain measurable financial return is a smart move. It is clear to see from the data that such investments are highly profitable to help businesses grow in terms of profitability, revenue growth and overall business performance.

Today, where talent shortage and retention are key to business success (talent attraction and

retention), beyond the immediate engagement financial income, there are also financial benefits resulting from an organization's capability to attract top of talent. Companies who achieve a very high employee engagement usually rise to become employers of choice, cutting back on recruitment costs and being able to recruit high quality candidates all the time. Finally, the financial case of employee engagement

is based on two sides, both showing a strong point. Engagement makes for an important driver of business success — from enabling increased profitability and revenue growth, reduction in costs and share value increases. Amidst the changing work environment, delivering a strong employee engagement as a 'nice to have', but as must have for sustainable profits and market lead in the future is the quest [15]-[19].

Table 2: Key Indicators of Employee Engagement Leading to Innovation

Indicator	Description	Impact on Innovation Rate (%)
Job Satisfaction	Employees' contentment with their roles	170%
Autonomy at Work	Freedom to experiment and take initiative	250%
Trust in Leadership	Confidence in leaders' support for new ideas	200%
Opportunities for Growth	Access to learning and career advancement	190%
Inclusiveness in Decision-Making	Involvement in strategic or creative decisions	220%

And in the same vein, the first involves identifying Engagement Gaps that work to hinder Innovation. Identifying and closing engagement gaps is a key to innovation in an organization. One way the companies can get employee engagement is by knowing and coming to terms with barriers associated with it and then create environments in which creativity is fostered to develop such ideas that will lead to something that drives groundbreaking ideas. In this case we'll look at engagement and innovation, the tools, the common barriers, and the data-driven insights that put a damper on the journey [20]-[23].

2. Assessment Tools for Measuring Current Engagement Levels

First, organizations need to accurately measure their current engagement levels to really be able to bridge engagement gaps. There are lots of ways to use different tools and methodologies to assess levels of employee sentiment and commitment. Employee engagement surveys still play a central role for engagement measurement approaches. The comprehensive questionnaires are typically 30-50 questions and are often administered annually and provide a view of engagement across the entire organization. They serve as a point of reference for benchmarks and long term trends to support strategic decision making. Pulse surveys are becoming popular alternative to measure realtime employee sentiment along with the annual surveys. These frequent, brief check-ins of usually below 10 questions provide the organizations an opportunity to check engagement levels through critical organizational changes and for tracking the results of engagement work over time. Pulse surveys have the agility to react to new issues quickly, as well as take advantage of any positive momentum.

Exit interviews and stay interviews are terrific tools for filling in engagement gaps. Exit interviews can help to identify what turns workers into leavers, as can stay interviews to reveal such things as what keeps top performers involved and motivated in an organization. If both types of interviews are conducted, a company has its hands on the drivers and barriers of engagement.

Another avenue to assess engagement levels in a broader organization is in focus groups. It is a structured group discussion most of the time with 5 to 8 pre defined questions, where managers can gather qualitative information on what employees perceive to be engaged and what the culture of the organization should be.

Quantitative metrics such as productivity metrics and retention rates are deemed to illustrate levels of engagement. The observance of these key performance indicators over time allows organizations to track trends and associate engagement activities with business outcomes.

Powerful advanced analytics platforms have been emerging that measure and analyze engagement data. Many of these platforms are built to integrate with Human Resource Information Systems (HRIS) in order to stream real time information, keeping everything engaged accurate and timely. These platforms use artificial intelligence and machine learning algorithms to quickly analyze survey answers, understand themes, and prevision the likelihood of an employee to take flight [23]-[26].

2.1 Common Barriers to Employee Engagement in Different Industries

As barriers to engagement challenges can differ across industries, there are also several common barriers that pop up time and time again as barriers to building a highly engaged workforce.

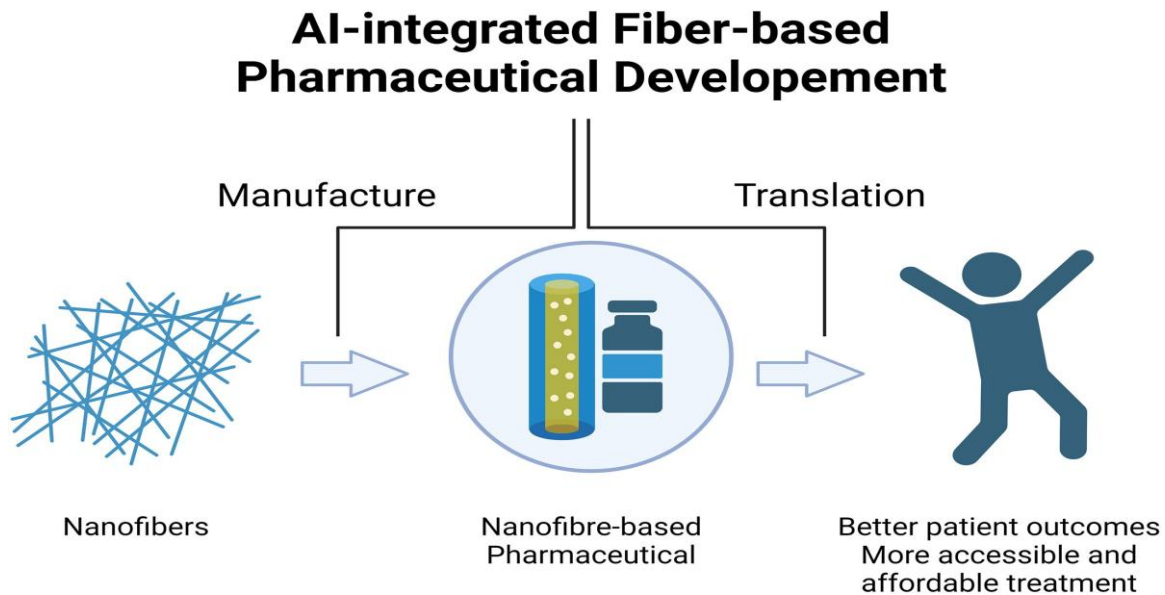


Fig 2. Common Barriers to Employee Engagement in Different Industries

Often there is a lack of understand about engagement itself and this is a fundamental barrier. They set a kind of relationship confusion whereby some managers and employees equate engagement with happiness and job satisfaction as opposed to its deeper meaning in the motivation, loyalty and organization commitment. An oversight may arise that results in disengagement strategies that will only superficially touch the core.

If the cynicism about engagement initiatives is high in the management of the enterprise, it can pose a major hindrance to progress. Without sufficient resources and support, leaders will find it unlikely to invest the effort required for engagement efforts to evolve into a meaningful change. Bad grapes start from the roots and such a cynical attitude can form in the air and destroy the effectiveness of engagement program within whole organization.

Bureaucratic environments stifled engagement because they care more about rules and procedures than results and innovation. In high bureaucracy type organizations, employees may feel that their ideas hold no value, or feel as if they have little or no autonomy to contribute meaningfully. It can also cause frustration and disengagement, most especially to the creative and innovative people.

One of the best rising things against engagement is the lack of work-life balance, no matter what the industry. Consequently, if it happens repeatedly, it can cause burnout and disengage employees. In the age of remote work, however, the lines between professional and personal life have become even more blurred, and this is especially a problem.

Trust and engagement can be eroded by capricious management practices in form of inconsistent

decision making and frequent volatile policies. This occurs when employees think that management will make decisions arbitrarily or not value their input and they will not feel invested in the organization's success [27]-[29].

Disengagement is not uncommon among high potential employees and it is often due to enough growth and development opportunities. When employees have no opportunity for training, mentorship and career advancement pathways within the Organization, they may think of leaving and find other jobs. In industries predicated on excellence, quantifiably lacking professional growth can be extremely harmful. It often manifests itself in poor communication practices which may serve as a great barrier to engagement. Disconnection and disengagement within the employee can be caused by failing to keep employees in the know: i.e. not providing them with updates on organizational changes, goals, or expectations. A special case occurs in industries that are in a state of sudden transformation, or have a geographically dispersed workforce. People want to have a sense of contribution which is why engagement levels are generally not that high in most industries. A decrease in motivation and commitment can occur when employees' efforts go unnoticed or unrewarded. That barrier is exacerbated by the competitive nature of many industries where individual contributions can be smothered by the results of (potentially unrelated) team or organizational effort.

How much you have to work with in terms of tools, technology or personnel can affect engagement very significantly. One of the causes for frustration and lack of engagement is when the resources needed to perform their work are not available to employees. This is a problem especially when

working in an industry that has high budget constraints, or a lot of rapid changes in technology. Once team members are not psychologically safe, engagement and innovation are hindered. In these cases, employees are less likely to fully engage with work, or even share ideas or take risks, because speaking up, proposing innovative ideas and taking risks may result in negative consequences [30].

2.2 The Innovation-Engagement Connection: What the Data Shows

Employee engagement innovation link is not theoretical, there is a plethora of data showing the actual impact of engagement on organization's innovative capacity.

As much as we know, research consistently proves that an engaged employee is more likely to have innovative behaviors. According to a study, around 8 out of 10 highly engaged employees believe their organizations provide cultures of innovation, and only half the least engaged ones. It is quite a stark contrast to the role that engagement can play in developing an atmosphere where creativity, and new ideas, can flourish.

The reality in the impact of engagement to innovation is that they go beyond perception to measureable outcomes. Those that have engaged employees are 29 percent more likely to innovate, according to Harvard Business Review. This data point in fact underlines the direct relationship of having a motivated workforce producing new ideas and solutions.

It also strengthens the innovation engagement relationship because employees who are more engaged are more likely to have innovative ideas and solutions. The resulting creative high and problem solving skill comes from the fact that they are emotionally invested in the success of the work and success of the organization. Therefore, the teams get engaged turning them into powerhouses

of innovation that are consistently outperforming their less engaged counterparts in developing new products, services and processes.

Support for this link is provided by further quantitative data. According to a study that was published in Harvard Business Review, organizations that have advanced data analytics capability (which typically is a mark of an innovative company) are 5 times more likely to make faster decisions than their competitors. This finding implies that companies which devote a lot of focus on engagement as well as data driven making decisions can innovate and adjust faster within swiftly changing markets.

The relationship between innovation and the engagement process is substantial in its financial impact. McKinsey report show that companies using big data and analytics, typically accelerating workforces, can cut their operational efficiency up to 20%. This (some) savings also frees up resources for further innovation and growth.

Additionally, the data also indicates that the benefits of engagement-driven innovation can be realised beyond individual companies to entire industry. Deloitte survey reveals that 70% of executives believe the success of their innovation initiatives relies on using data driven insights often originated from engaged and innovative teams. Such broad recognition of the value of engagement and innovation makes clear how they craft competitive spaces in all sectors.

In certain industries, engagement has a greater effect on innovation than for other industries. For example, in the technology sector, companies like Netflix, Amazon have used data analytics and enabled a workforce to achieve great innovation and economic gain. These companies integrated customer behavior data into their innovation strategy and not only improved the user experience but also facilitated growth and disruption in the market.

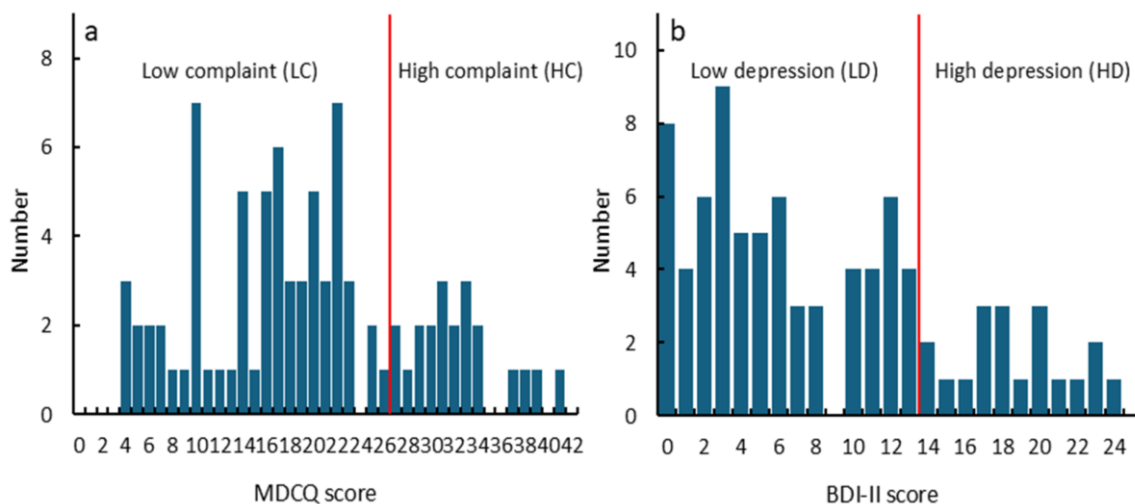


Fig 3. Efficiency of an organisation as a whole

We also see a virtuous cycle that goes between engagement and innovation. When employees continue to get engaged, the tendency is to introduce new ideas. Likewise, more and more innovative organizations produce work environments that become more and more engaging and foster creativity and problem solving. However, in this cyclical relationship, sustain competitive advantage and long term organizational success can be obtained.

In addition, the data suggests the innovation engagement relationship is broader than product development, to process improving and organizational innovation. Employee engagement goes a long way in identifying inefficiencies and facilitating proposals for change in operations as well as growth and efficiency of an organisation as a whole.

However, it is worth mentioning the possibility of the role of leadership in facilitating the innovation-engagement connection. Leaders of organizations that value both engagement and innovation lead organizations that outperform their peers. Research showed that companies with passionate people and forward thinking leadership were 20% more profitable than their competition. The significance of this finding, is in the leadership creating a culture that appreciates and values both engagement and innovation.

The data also shows that the innovation engagement barbed wire is not confined to large corporations. To categorize small and medium-sized enterprises (SMEs) that are giving more importance to employee engagement, it is also noticing that these are usually more innovative and flexible. This implies that this innovation-engagement connection benefits to be scalable and broad based across organizations of every size.

To conclude, there is no doubt uncovered from the data that there is a critical link between employee engagement and innovation. Data suggests that if an organization puts its people first, it will gain an advantage in increasing the likelihood of innovative behavior as well as measurable improvements in operational efficiency and profitability. Companies can achieve sustainable growth and success by addressing engagement gaps and a culture of innovation.

3. Implementing High-ROI Employee Engagement Strategies

The ways for organizations to implement high return employee engagement strategies become imperative if they want to enhance their innovation and grow their business. Companies can help create an environment that encourages creativity, incentivizes problem solving and teamwork, through focusing on the communication

frameworks, recognition systems and technology platforms.

3.1 Communication Frameworks That Foster Innovative Thinking

Communication is the key to promoting innovation within an organization. The structure of communication framework provides not only the channel for the conversations but also an environment where ideas are not only shared, but extracted for the better utilization. This can only be done, so, organizations need to emphasis on articulating vision, discuss more, and have good feedback loops.

One key aspect of the communication that drives the innovation is the idea of being able to articulate a clear and clear vision. Communication is very important for leaders who can visualize and communicate a good vision to their teams to continually think outside the box and achieve not only their objectives but to do something that brings more value to the customers at the end. It provides clarity of purpose that aligns the individual to the organizational goals and creates a common way not just to work but also to innovate. Another important aspect in the growth of innovative thinking is open exchange of ideas. An atmosphere of creativity can be established when employees feel free to express their ideas and suggestions, but only to those that employees feel comfortable with sharing. Until these kinds of leaders are implemented, leaders can help in facilitating this through regular brainstorming sessions, idea sharing platforms or casual coffee chats to just to talk ideas with no sense of judgment.

Feedback loops are necessary for refining and perfecting on initial ideas. Organizations can develop a system of continuous feedback and create an iterative process of innovation involving continuous process of idea 'evolution' and 'improvement'. This approach enhances creative outcome robustness and also maintains employees' engagement in the creative process.

Organizations have the practice of adopting such practical strategies as promoting a speak up culture, simplifying complex messages, storytelling to enhance communication frameworks. These approaches are capable of bridging communication barriers and aid employees in all levels to participate in the innovation process.

There is another powerful tool for sparking innovation — cross functional collaboration. Fetching together different minds and talents creates a fertile ground therefore for creative problem solving. By hosting regular innovation focused meetings with team members from various functions, the ideas needed for breakthrough can cross pollinate.

Visual aids such as diagrams, flow charts and prototypes can help greatly in communicating, especially difficult concepts. These tools help to define how innovation should proceed between everyone and how they could bring their contribution at that stage.

Motivation and creative behavior are supported with employee and with recognition. By creating organizations that value and foster innovation, organizations can use recognition systems that specifically reward creative problem solving.

An effective approach is to create a recognition program that honors big wins, as well as small wins in the innovation process. This can be acknowledging employees who ask serious, sharp questions, ask bold questions, mix sharp questions with bold questions and ask nothing but bold questions. One example is to run a 'Question of the week' program which signs up people who shine a light on those who question the status quo and help stimulate innovation.

This is why it's important to realize that innovation is risky and, therefore, it is an activity full of experimentation. For this reason, recognition systems should recognize positive outcomes, but also celebrate the effort and learning from failed experiments. Being able to normalize risk taking, and to reinforce the importance of exploration in the innovation process, through quarterly Lessons Learnt showcases hosted by teams that have been unsuccessful ventures can help. An innovative behavior can be recognised and rewarded by using peer recognition as a tool. A system whereby colleagues unstuck themselves and come up with questions, experiments and creative problem solving of theirs is executed is a mechanism where employees nominate people who have inspired them with their questions, experiments or creative problem solving is both uncovered, discovered and strengthened team cohesion as well. In offices where leaders want to see innovative thinking being recognized, setting the tone for it becomes a leader's job. The ability to evaluate managers by how well they enable curiosity, risk taking, among their teams also gives you a chance at a culture that rewards creative problem solving at every level of the organization. Implementing gamification in an organizations' recognition systems can make recognition more tangible and motivating. If it is features like points, badges and leader boards that inspire employees' tendencies towards achievement and recognition, then there is a case to be made for increasingly mobilising that desire in the quest for innovation.

By their very nature, any technology platforms that are to be used in the company's orchestration are aimed at enhancing team engagement. In today's digital age, technology platforms can increase the engagement of the team and develop innovation.

These tools can bridge the communication gap, facilitate cross department and cross locations collaboration, and provide valuable knowledge of the employee sentiment and engagement levels. Employee interaction and information sharing is done through digital hubs, which are social collaboration platforms. Microsoft Teams or Slack have tools that create virtual space for everyone to share ideas, work on projects collaboratively and strengthen the relationships between employees. But these platforms help facilitate knowledge, hard topics, and Practices to be shared and all Team members to be on the same page, and be able to effectively contribute to innovative Initiatives. And user friendly communication apps can give everyone in the loop, maintaining regular flow of information throughout the day long. Features such as push notifications maintain consistency with regards to flow of information and the quick dissemination of important updates and novel ideas in the organization.

When properly implemented, Customer Relationship Management (CRM) systems are intended to give employees the data to make informed decisions thus benefiting the business.

The customer interactions, workflow templates, as well as distributed data from multiple internal and external sources, live on these centralized platforms. But advanced analytics tools and an automation capability within CRM systems helps teams to get some valuable insights, as well as to handle repetitive tasks which free these teams for more innovative and valuable activities.

Technology that aids in collecting and analyzing feedback for employee engagement survey is invaluable. There are lots of forms, from full annual surveys to pulses checks thumb taped into routine communication. For instance, Contact Monkey platforms help organizations to embed pulse surveys straight into newsletters and emails granting immediate information on employee's sentiment and engagement levels.

And that's where engagement platforms' event management features can design the virtual activities that are useful for getting remote employees more involved and giving those who don't work the office full time some flexibility.

Some of these tools can help streamline the entire process for organizing and managing virtual events, from sending the invitation to tracking attendance and gathering feedback. They have also evolved as powerful platforms for engagement data measurement and analysis. However, these platforms typically couple with Human Resource Information Systems (HRIS) to provide real time data that will ensure these data are accurate and relevant.

These platforms use artificial intelligence and machine learning algorithms to quickly analyze survey responses, find the themes, and even see what kinds of employees are at risk of not taking flight.

Accessibility is also an important factor to consider when implementing technology platforms that will boost the team engagement. Achieving an inclusive and engaging digital workplace for all employees means that such digital tools are accessible to screen readers, live captioning is provided during video conferences, and digital content follows proper heading hierarchy. Gamification is possible for a wide range of technology platforms to encourage and reward more fun and engagement. Combining game features into a work process helps getting more in natural stimulus of people for success and embossed with the contribution: user retention and user loyalty.

Nevertheless, it is important to remark that while technology platforms are able to significantly improve team engagement, it requires that the platform is well implemented and adopted by the team. It is the responsibility of organizations to make sure that these tools are adequately trained and helped, so that employees can fully use them. Also, organizations can get feedback on the usefulness and friendliness of these platforms to modify their technology strategy to improve the impact on engagement and harness innovation. On a concluding note, to implement high ROI employee engagement strategies, one of them entails adopting outstanding communication framework, a system that recognizes creative problem solving idea, and technology platforms that supports team collaboration. Focus on these is an inspiring way to create an environment where organizations are enabled to foster engagement, as well as innovation and business growth. Undoubtedly, these tactics will become more critical as the workplace evolves, especially in the age of remote and hybrid work, and keeping a connected, motivated, ambitious workforce.

4. CONCLUSION

Research has proved beyond doubt that employee engagement has the power of turning tables and helping organizations win. Companies with highly engaged workforces — who are three times more likely to innovate, almost half as likely to leave, and twice as likely to pursue a career external to the organization — provide an opportunity for growth in all areas of business. Regardless, these organizations are always outperforming their competitors, which are marked by a higher level of productivity, less absenteeism and higher customer satisfaction scores.

There is data to show that the return on investment to prioritize employee engagement is substantial. When workforce remains actively engaged, the organizations 21% more profitability and 30% more revenue growth. A greater profit of 13 percent is realized in terms of profits for the shareholders but at the expense of lower operational costs through reduced turnover and absenteeism. Modern assessment tools allow organizations to assess and track engagement levels quickly so that organizations can respond quickly to any challenges in a timely manner. They should also know and eliminate common barriers to leadership such as poor communication, inadequate growth opportunities and poor recognition systems. Gaining success means having a full plan, which includes a clear framework of communication, great recognition programs, and the right technology platform. Employee engagement is on the top priority of today's competitive business environment, and the organizations that tend to engage their employee grow and innovate sustainably. Measurable results are indeed being achieved with their commitment to workplace engagement and it is creating engaging workplaces for their people. Organisations led by leaders that fully understand and act on engagement's critical role will be better positioned, today, to weather tomorrow's challenges and to retain a nation of creative, productive, loyal people.

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