

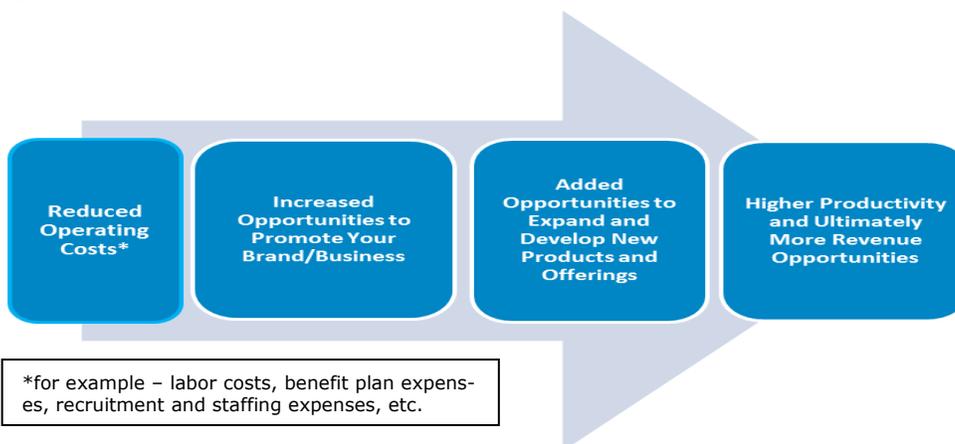


Employee Engagement

Is it still relevant and are you measuring it?

"Employee Engagement" is a term that has been circulating around the HR profession for many years. While certain terminology or words have changed in our industry or even disappeared over time, this particular topic has continued to gain momentum and is now considered a common metric for review annually by some of the most successful companies. These companies, spanning all types of industries, realize that their most important asset – **human capital** – is one of the top contributing factors impacting their success. As a result, gaining an understanding of whether they have engaged employees and how to keep them engaged is paramount to achieving their business plans.

Results have shown that higher employee engagement levels contribute to:



*for example – labor costs, benefit plan expenses, recruitment and staffing expenses, etc.

The topics above are important to an organization's leadership team and necessary for a business to remain competitive and positioned for growth.

At ERA, we understand the importance of Employee Engagement and work with companies to determine where they stand in measuring this within their organization. Many things contribute to whether employees are engaged within an organization.



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The key is identifying those very things that make the workforce engaged and using the information to your advantage.

ERA offers an affordable and effective solution to help employers identify their strengths and opportunities – with the goal of improving their organization and building on employee engagement.

To learn more about ERA's Employee Engagement survey and reporting tool and ways to impact engagement within your organization in 2017, please contact [Carol Reubel](#) (ERA Cincinnati) 513.679.4120 or [Lori Lewellen](#) (ERA Columbus) 614.538.9410.

Further content on our surveys can be found by clicking [here](#).