

2nd Latin American Employee Engagement Study Results



THE SECRET OF THE EMPLOYEE ENGAGEMENT IS NOT THE COLLABORATORS

There is no doubt that organizations are increasingly looking for ways to strengthen the commitment of their employees. If you do a Google search on "Employee Engagement" you'll find a little more than 12 million results. There is certainly no shortage of opinions on how to get closer to your staff, how to motivate them and how to get them excited about the job.

IN THE SECOND VERSION OF OUR...

Latin American Study of Employee Engagement we discovered that companies are injecting more and more budget into programs destined to strengthening commitment. 71% have a formal budget for these initiatives, and 62% will increase resources by 2018.

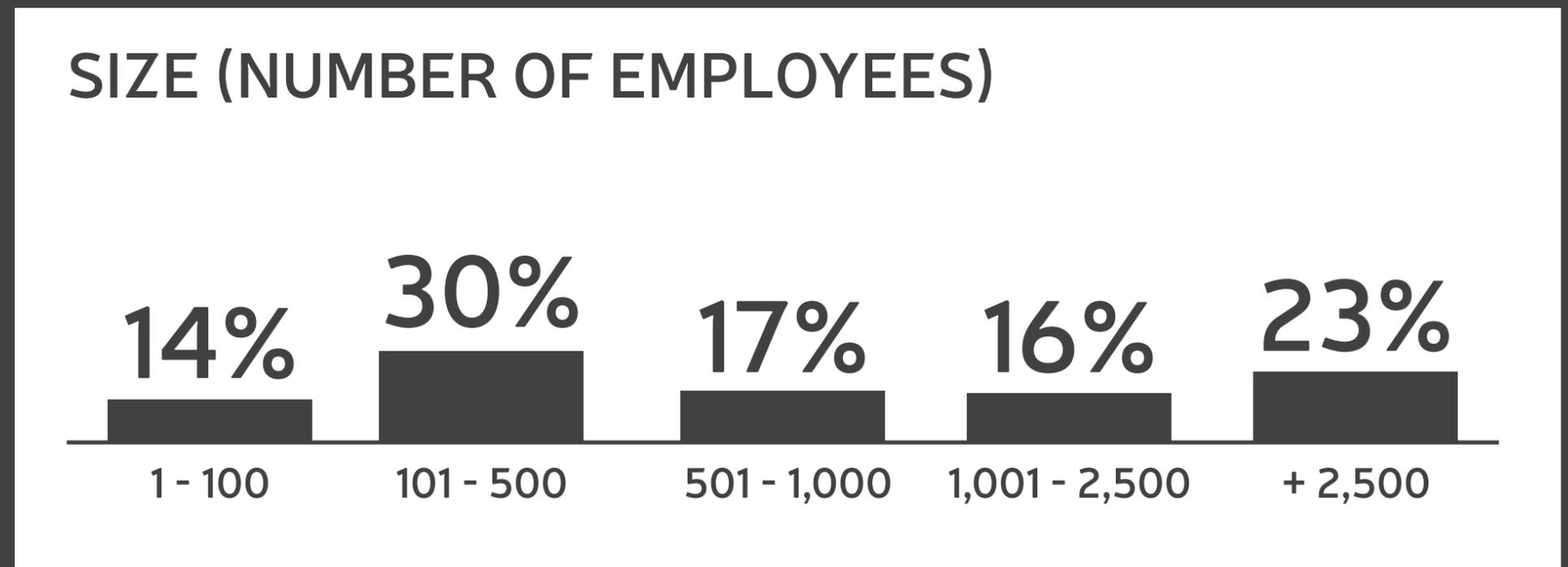
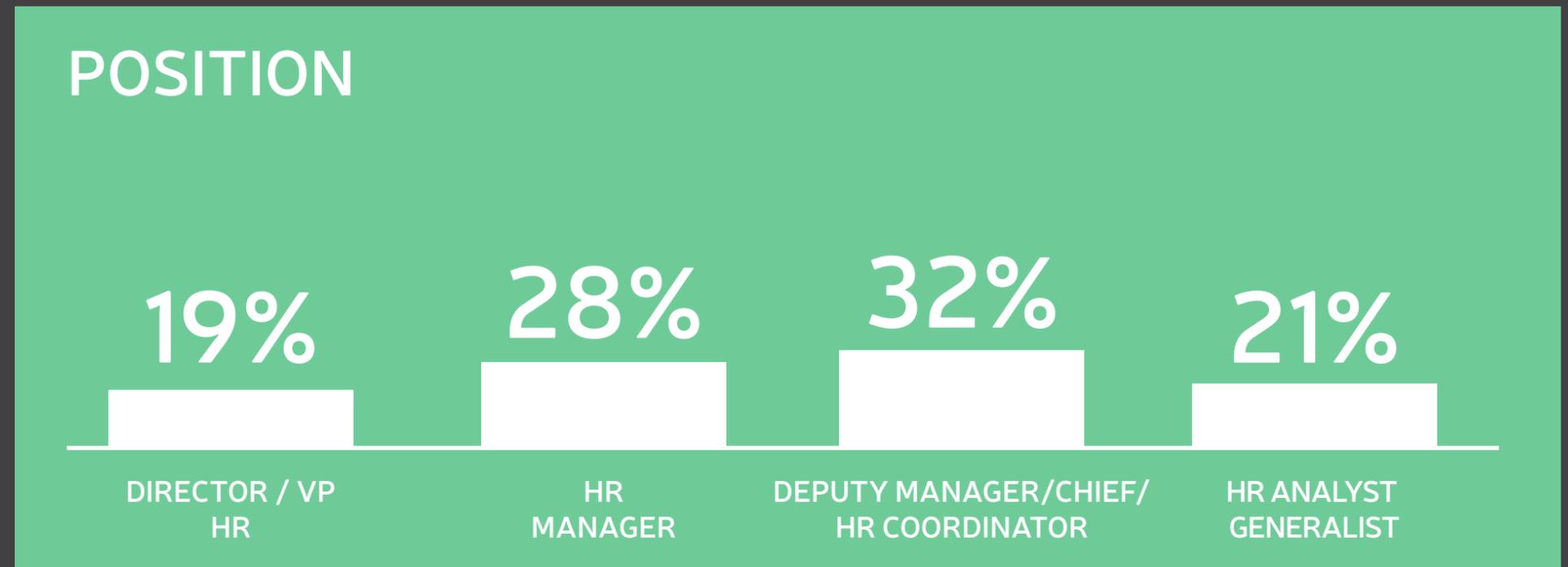
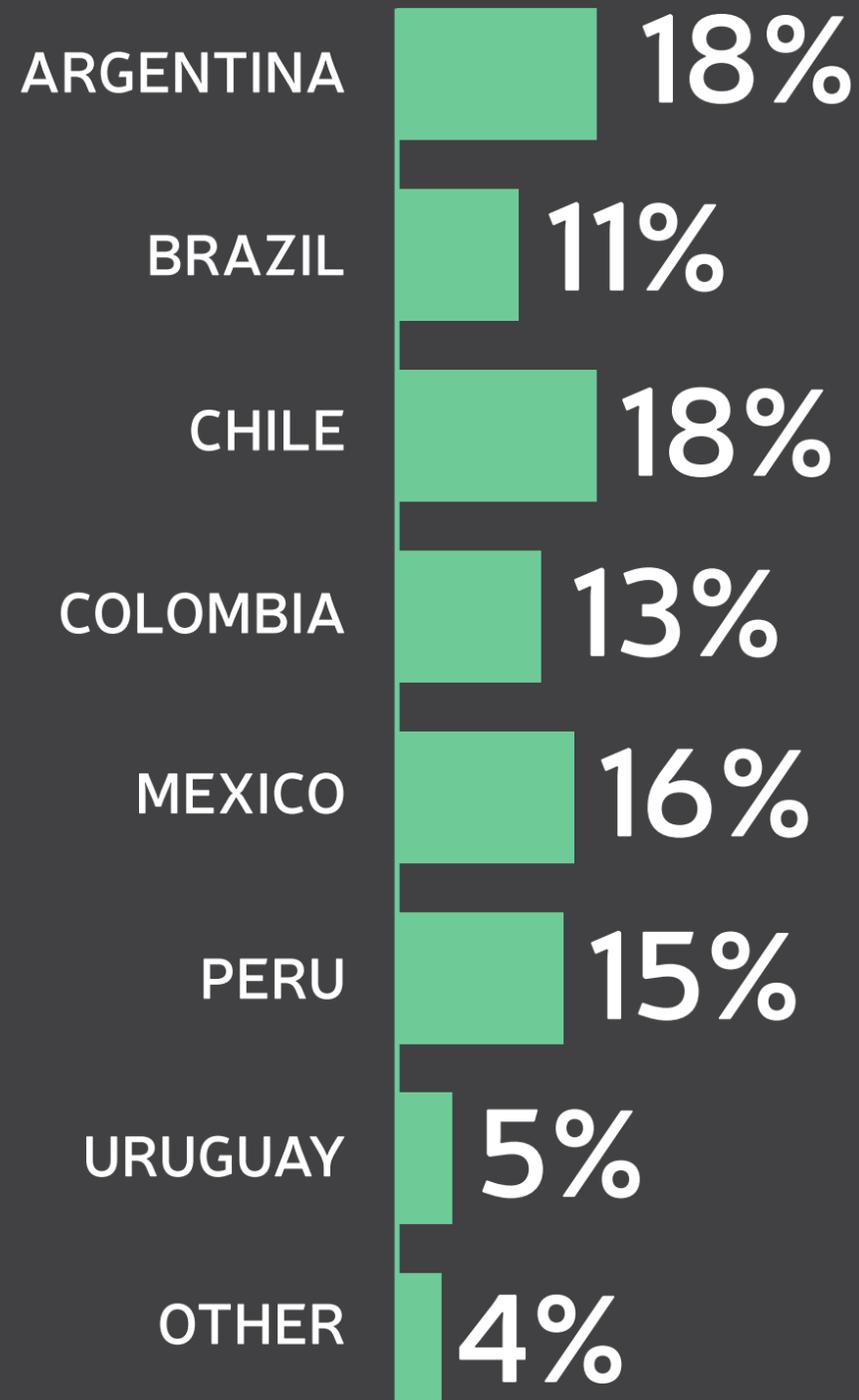
The most successful companies in meeting their organizational objectives show higher levels of strategy development and existence of a Employee Engagement budget. However, timing and lack of commitment and time on behalf of Human Resources directors makes it difficult to maintain the *momentum* of these initiatives. A lot like an adrenaline injection.



ABOUT THE STUDY

1,195 TOTAL PARTICIPANTS

NOVEMBER 2017



THEY CONSIDER EMPLOYEE ENGAGEMENT MANAGEMENT IMPORTANT OR VERY IMPORTANT

ARGENTINA



BRAZIL



CHILE



COLOMBIA



MEXICO



PERU



URUGUAY



COMPANIES WITH FORMAL EMPLOYEE ENGAGEMENT STRATEGIES

ARGENTINA



BRAZIL



CHILE



COLOMBIA



MEXICO



PERU



URUGUAY

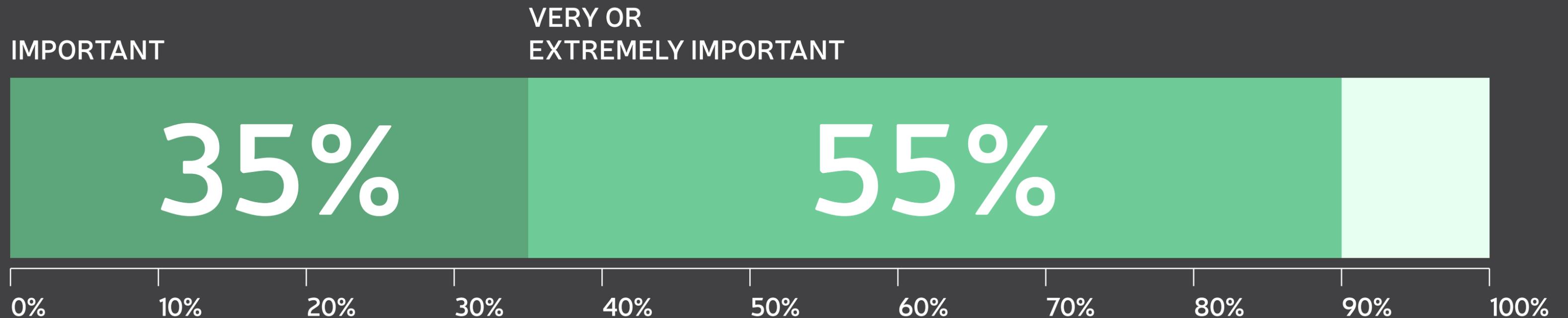


COMPANIES WITH MORE THAN 2,500 EMPLOYEES HAVE FORMAL EMPLOYEE ENGAGEMENT STRATEGIES



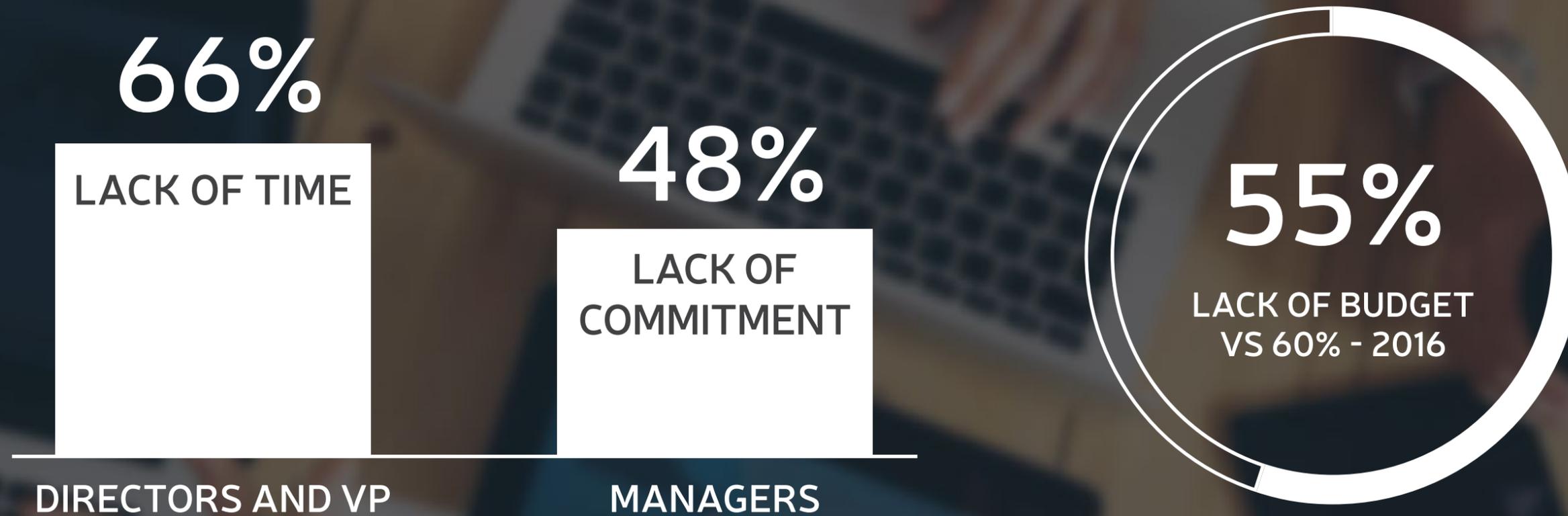
SUCCESSFUL COMPANIES HAVE FORMAL EMPLOYEE ENGAGEMENT STRATEGIES VS. UNSUCCESSFUL

HUMAN RESOURCES DIRECTORS AND SENIOR EXECUTIVES ON THE FRONT OF EMPLOYEE ENGAGEMENT



Directors and senior executives of Human Resources in Latin America know the importance of proper Employee Engagement management. However, **the study shows that the most serious problems in strengthening Employee Engagement is precisely the lack of time and commitment of top management.**

MAIN DIFFICULTIES



"An adequate Employee Engagement management requires more than just generating "moments" that make workers feel happy. It means truly applying, caring and committing to strategies and initiatives, not only during its launch and first evaluation, but also in its evolution and development over time with cross-cutting initiatives throughout the organization."

JOSE GUERRA

CHIEF MARKETING OFFICER, GOINTEGRO

IT IS NOT ENOUGH TO ASSIGN RESOURCES AND JUST SEEING WHAT HAPPENS...

THEY HAVE A FORMAL BUDGET

36%

71%

THEY HAVE A FORMAL STRATEGY

THEY PLAN TO INCREASE RESOURCES IN 2018

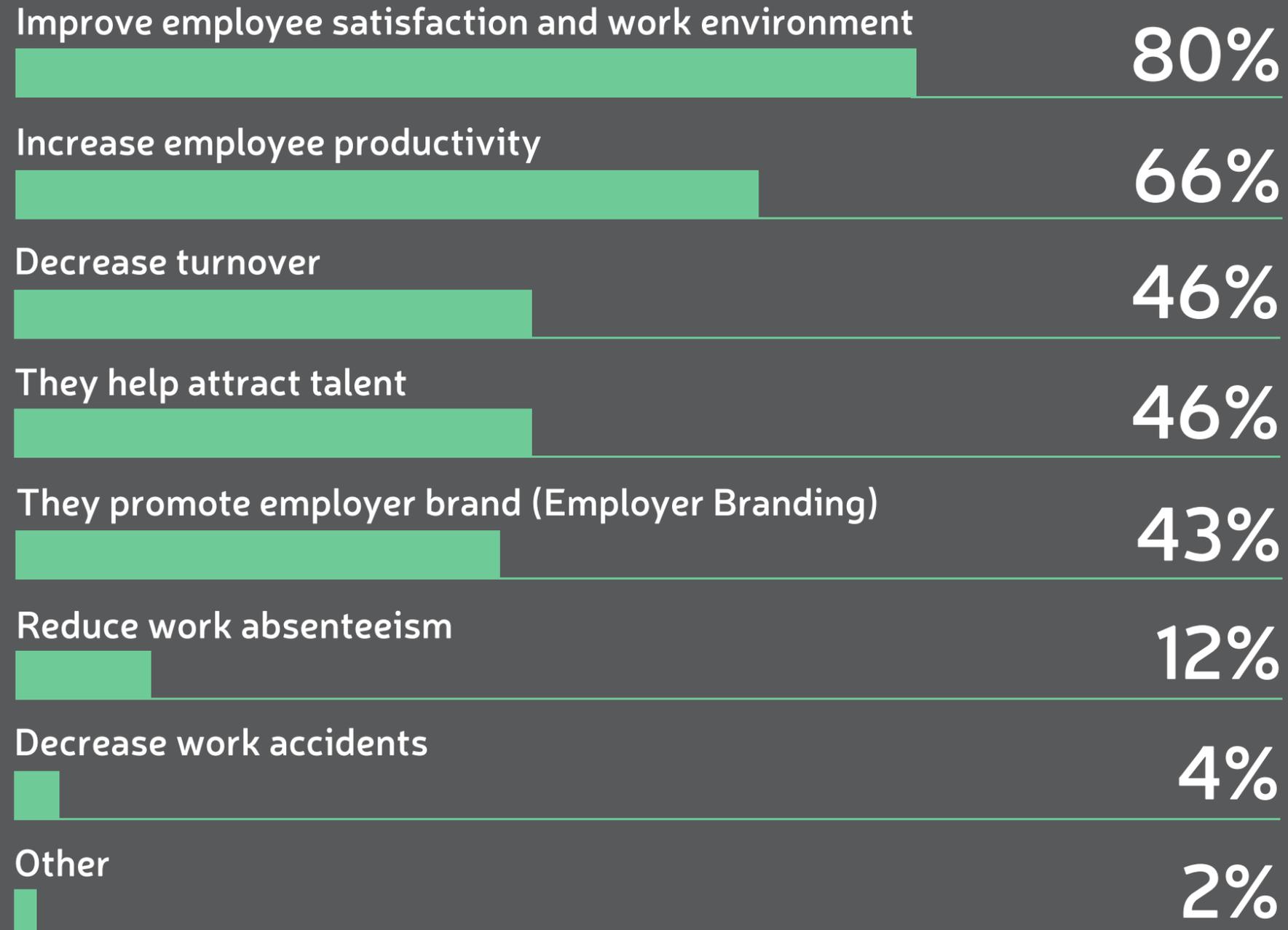
62%

50% MORE THAN 2017

Most companies have a budget this year. The challenge is to find ways to collaborate and demonstrate to senior managers why they should truly commit to the management of Employee Engagement.



MAIN BENEFITS OF INITIATIVES MEANT TO STRENGTHEN EMPLOYEE ENGAGEMENT



Remember

"Highly committed employees form the customer experience. Uncommitted employees break it"

TIMOTHY R. CLARK

FOUNDER AND CHAIRMAN OF TR CLARK ASSOCIATES, LLC

What KPIs do you use, and how often, to measure the results of initiatives related to Employee Engagement?

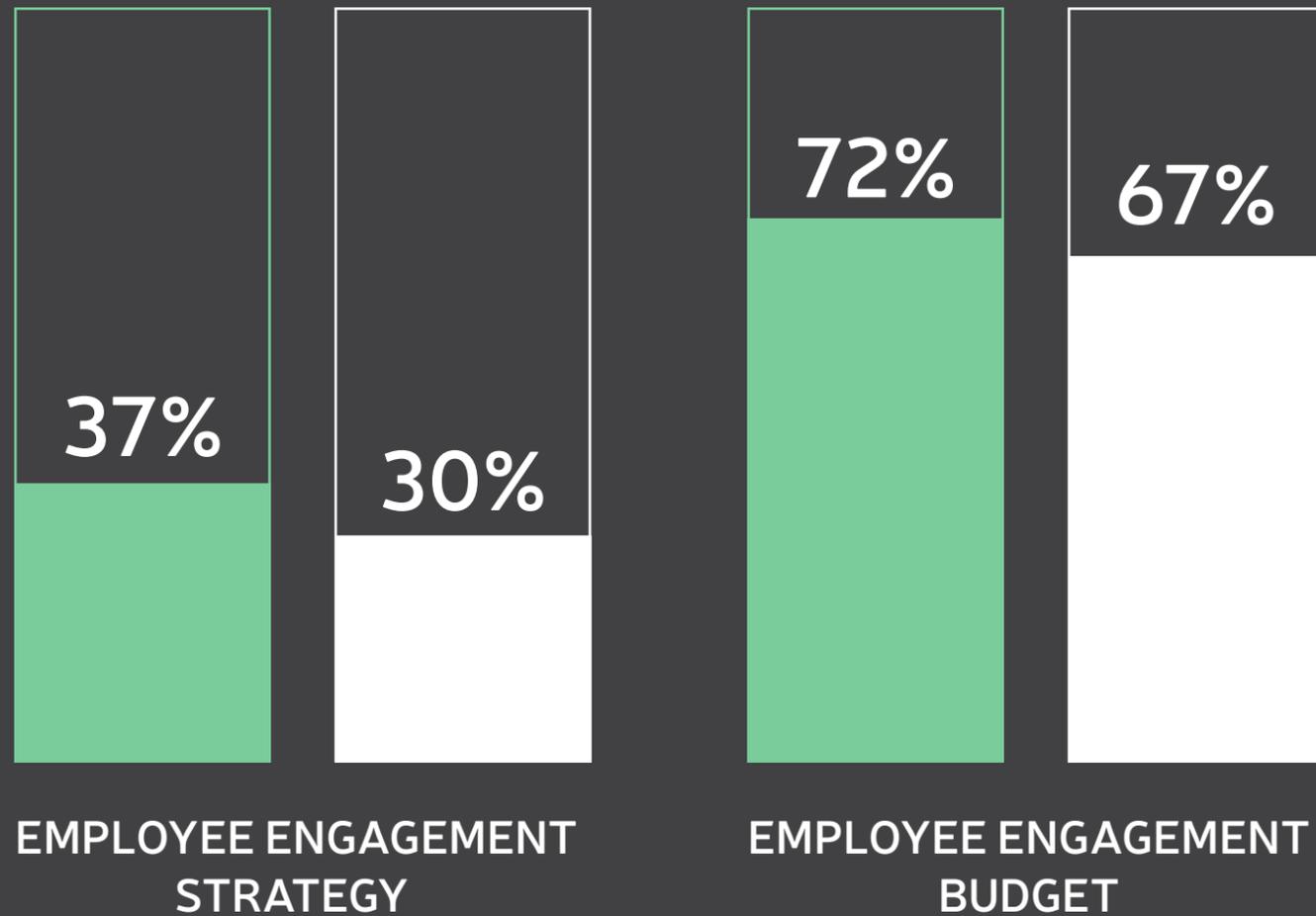


The NPS is a very easy indicator to calculate and an excellent measure of employees' commitment; It is a direct question and on a scale of 0 to 10. Ask your collaborators if they would recommend a job in your company to a friend or relative.

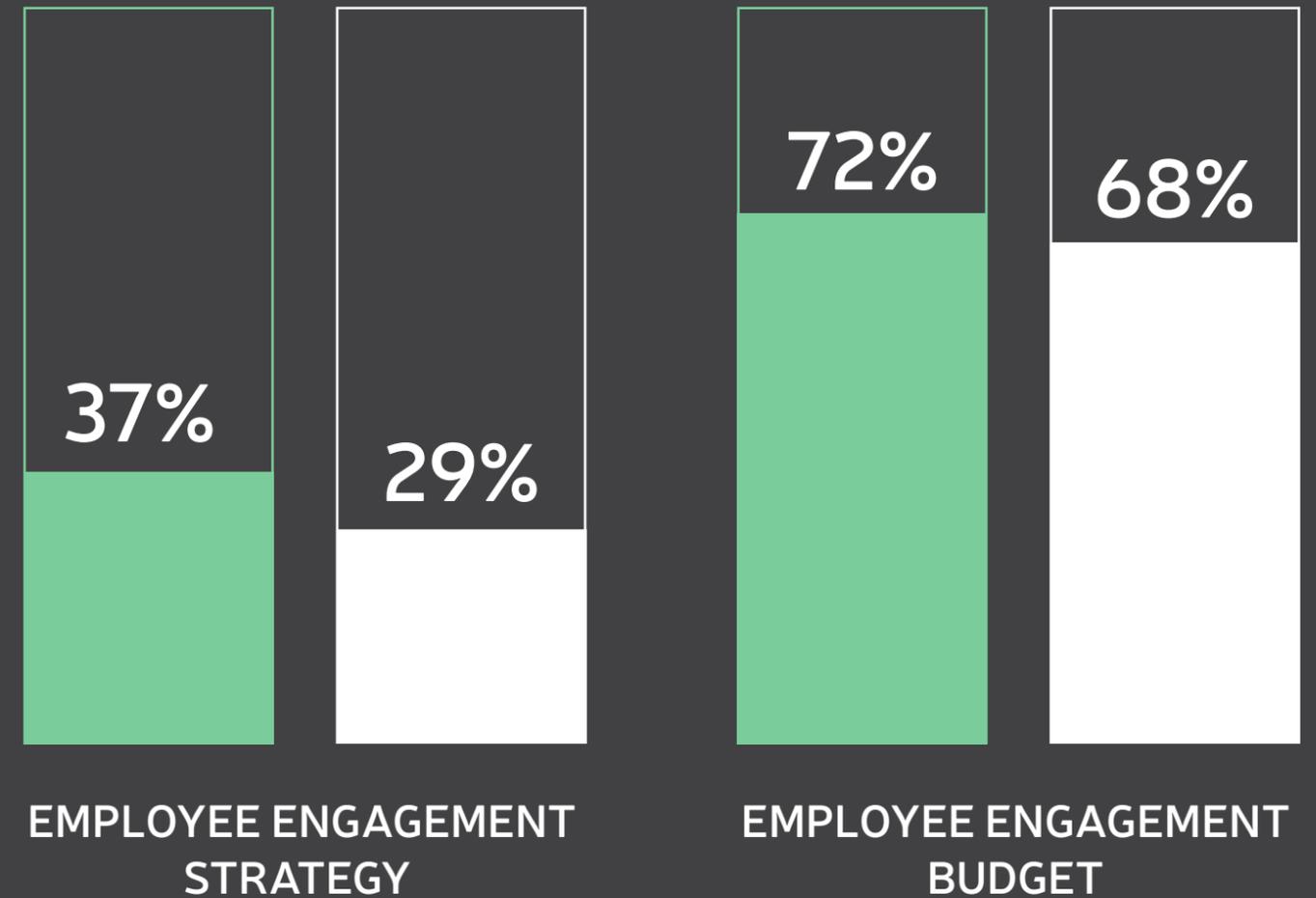
MET OR EXCEEDED

THEY DIDN'T COMPLY

ORGANIZATIONAL OBJECTIVES

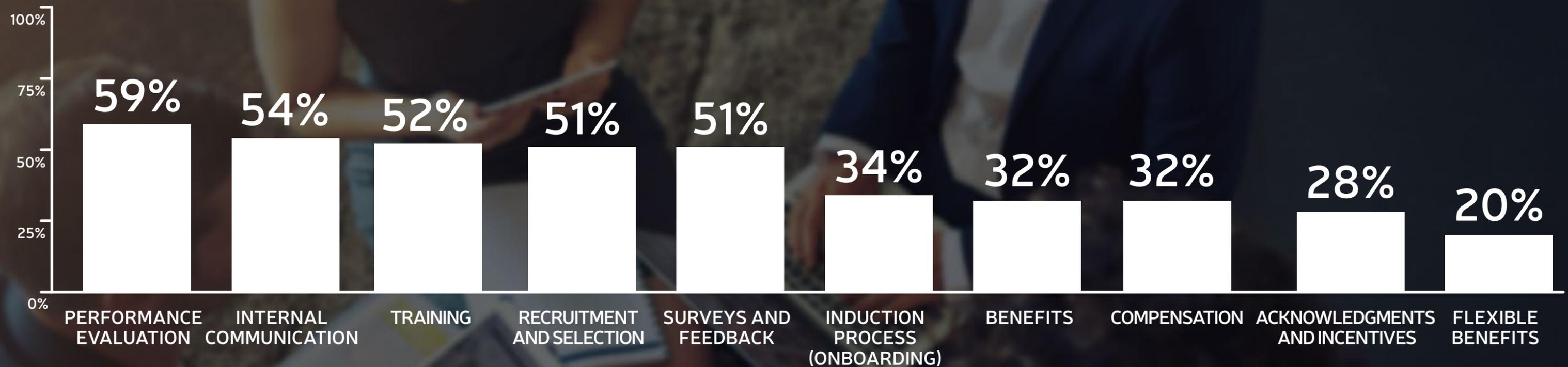


HUMAN RESOURCES OBJECTIVES



As we see in Latin America, studies have shown a positive relationship between Employee Engagement and organizational results: **Productivity, Retention, Loyalty and Production**. Check here facts of the reality in the [United States](#) and [Europe](#).

USE OF TECHNOLOGY FOR EMPLOYEE ENGAGEMENT AMONG COMPANIES THAT MET HUMAN RESOURCES OBJECTIVES



"Companies still want integrated Human Resources systems, but what they do not want is a complex software that makes everyone's life more complicated. In fact, they want it to be simple."

JOSH BERSIN

PRINCIPAL AND FOUNDER, BERSIN BY DELOITTE



CONCLUSION

Companies that fulfilled their objectives, both strategic and related to Human Resources, indicated to have in a greater proportion, a formal strategy of Employee Engagement already established and, in addition, to have a budget for these initiatives.

In conclusion, we can summarize the challenge in the management of Employee Engagement for 2018 in 3 words: **Commitment, time and dedication.**

About GOintegro

GOintegro is the leading Employee Engagement platform in Latin America. It integrates, in one place, solutions that simplify the operation of initiatives related to Communication, Recognition, Benefits, Rewards and Incentives.

More than 500 companies, from 100 to 100,000 employees, use GOintegro day by day to boost organizations Digital Transformation.

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