

Enliven First

"Inspire First, Results Will Follow"

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Below is a sample of data collected by searching the web using key words or phrases such as:

"employee morale, retention, statistics".*

- **50% of employees are unsatisfied with their jobs** ... According to The Conference Board, "Americans are growing increasingly unhappy with their jobs....The decline in job satisfaction is widespread among workers of all ages and across all income brackets. Half of all Americans today say they **are** satisfied with their jobs, down from nearly 60 percent in 1995. But among the 50 percent who say they are content, only 14 percent say they are 'very satisfied.' This report, which is based on a representative sample of 5,000 U.S. households, conducted for The Conference Board by TNS, a leading market information company (LSE: TNN)... This information reveals that **approximately one-quarter of the American workforce is simply 'showing up to collect a paycheck.'** The survey finds that job satisfaction has declined across all income brackets in the last nine years."
- In a study conducted for the Society of Incentive and Travel Executives (SITE) Foundation, *85 percent of employee respondents agreed that their level of motivation definitely has an impact on either the quality or quantity of their work. Yet 59 percent believe their company does not do enough to motivate them.*
- **Only 14% of employees worldwide are engaged at work.** A recent article by [Management Issues News](#) identifies employee disengagement as a global epidemic. "A major new survey has found that only one in seven employees worldwide is fully engaged with their jobs and willing to go the extra mile for their companies. But the study, by consultants Towers Perrin, found that while many people are keen to contribute more at work, the behavior of their managers and culture of their organizations is actively discouraging them from doing so....they say their leaders and supervisors put obstacles in their paths. The study, the largest of its kind, was carried out among more than 85,000 people working for large and midsize companies in 16 countries on four continents."
- According to an Employee Benefits Conference statistics reported in the US News & World Report, **68% of customers stop coming to a place of business because of a negative attitude or indifference towards them by employees.**
- Holding onto employees really pays off. **Even a 5 percent increase in employee retention can result in a 25 percent-to-85 percent increase in profitability**, according to the Harvard Business Review article, "Putting the Service- Profit Chain to Work."

- **70% of management is unhappy with their work-life balance.** In a recent survey of hundreds of executives and managers across the United States, conducted by NFI Research, a global research firm based in New Hampshire, almost 70 percent of those surveyed believed that “the work-life situation of people in business was either somewhat or extremely unbalanced. Long commutes, full schedules, stressful demands, the tight economy, increased expectations and many other factors make it extremely difficult to achieve a balance between work and personal life.”
- Losing employees is very expensive. Studies have found that **the cost of replacing lost talent is 70 to 200 percent of that person's annual salary.** Expenses include recruiting, orientation and training, lost productivity during that period, and even lost customer satisfaction because of the change. Finding and training the best employees is a major investment. What can a company do, once they have found talented people, give them valuable training and equipped them, to prevent them from walking out the back door and going to competitors? ***Study after study shows that people leave because of their direct supervisors, more so than any other reason.*** It is the manager who more than anyone else can do something about retaining workers. The manager can be seen as responsible for creating a satisfactory working environment.



Think of the best boss you ever had and how inspired you felt all the time working for him or her. Better yet, think about if one of your closest friends or mentors was your manager. My friends and I talk all the time about what our company would be like if we had to work for each other. Imagine the comfort of walking into your close friend's office with a problem and not having the feeling of anxiety that so many have every day in the workplace. Am I going to get fired, reprimanded, demoted, chewed a new one? Or worse yet, will I have no clue what my boss thinks and leave feeling even worse? When people spend any time (and some spend at least half) worrying about their job instead of doing their job, productivity, quality and morale suffer. I have heard, witnessed and lived it, which is why Enliven First was created. There is a critical need to show leaders in any organization how to effectively “**inspire first, so results will follow.**” Let me teach them.

Lou