



award incentive group

INSIDER

Excellence in Engagement

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PEOPLE ANALYTICS—MEASURING ENGAGEMENT

THE COOK'S CORNER

“ THE SOFT STUFF IS THE HARD STUFF”

How can organizations tell if their workplace culture is improving? The trouble is that these intangibles—engagement and culture, are very hard to measure. As Jack Welch, former GE CEO once said, “The soft stuff is the hard stuff.” Many companies are trending away from the too long and too infrequent employee surveys and towards using new tools that allow for “pulse” surveys. The idea is to use a social recognition platform to ask fewer questions more often. Such as, “On a scale from 1 to 10, how likely would you be to recommend our company to a friend?” Or, “How often have you noticed anyone making a positive comment on another’s work in the past week?” Or, “Are you satisfied with the opportunities to grow and advance at our company?” Tracking the responses over a period of time would indicate the progression of your goal, whether it be to lower turnover, or to build a culture of recognition, or to attract top talent, etc.



MARSHMALLOW CREAM CHEESE DIP

- 7 oz. Jar Marshmallow Crème
- 8 oz. Package Cream Cheese, softened

Blend the 2 ingredients together until creamy, refrigerate.

Serve with assorted fruit, graham crackers, or pretzels.



SOCIAL NETWORKING SITES: THE MILLENNIAL’S NATURAL HABITAT*

Millennials, (roughly those born between 1980-2000), currently form the largest share of the U.S. civilian workforce and by 2020 will comprise about half of it (Bureau of Labor Statistics).* Millennials typically enjoy both giving and receiving feedback. Consider the level of activity on sites such as Facebook, Pinterest, TripAdvisor, LinkedIn, or Glassdoor. They offer almost immediate feedback to the user’s posts with a comment, praise, or a “like”. Social forms of employee recognition, supported by cloud based technology, provide the opportunity for employers to seek feedback from their workers. These platforms also allow recognition to become an ongoing daily activity, creating an atmosphere in the workplace of appreciation and encouragement, which leads to better productivity. This culture of recognition helps organizations thrive and grow.

*(Generations in the Workforce & Marketplace-A. Schweyer)



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