

WHISTLE
WHILE YOU

Perk



How increasing perks creates a more engaged workforce

Small and medium sized business leaders cringe at the words “employee engagement” because they think attaining it means increasing salaries. But in reality, 64% of employees actually prefer non-monetary rewards.¹ Engaged employees are happy, productive, and motivated. Read on to find out how you can increase engagement just by offering a few simple free or low-cost perks!

THE ENGAGEMENT EPIDEMIC:

13% Employees who feel engaged at work.²

20% “Actively disengaged” employees.³

40% Employees who know their company’s strategy, and how their role fits into it.⁴



WHY AN ENGAGED STAFF MATTERS:

Engaged employees outperform the disengaged by **202%**⁵

“Engaged companies” are **6%** more profitable than disengaged ones.⁶

Disengaged employees cost up to **\$550** billion/year.⁷

So how do you increase engagement?

Increase perks!



BRING SOME FUN INTO THE OFFICE:

1 Schedule team events to build work friendships –

• **89%** of employees say they’re important for quality of life.⁸

• Employees with work friends are **2x** more likely to trust leadership.⁹

2 Let employees design their desks – this increases productivity by **32%**¹⁰

3 Allow pets at work – this reduces stress by **11%**¹¹



CREATE A FLUID WORK ENVIRONMENT:

Offer more work/life balance – 78% complain they spend more time at work than home.¹³

Provide flexible hours to increase retention by 82%.¹²

Let employees set their own goals – leads to a +37% performance margin.¹⁴

82%

78%

37%

LINK PERKS WITH PERFORMANCE:

28%

Sponsor professional development to make your team 28% more engaged!¹⁵

15%

Recognizing your employees’ successes increases staff satisfaction by 15%.¹⁶

62%

Celebrating your team’s work anniversaries increases engagement by 62%.¹⁷

Want to give rewards?
61% want gift cards!¹⁸



Not sure what to offer your employees?

Just ask them!

If you’re still unsure of what to provide, other free or low cost ideas include: sports/concert tickets for high performers, telecommuting plans, stocking the break room with soda, snacks, and coffee; and offering certifications or training courses.

But the best benefit to increasing perks?

HAPPIER EMPLOYEES ARE 79% LESS LIKELY TO ACCEPT A JOB OFFER.¹⁹

So when you prioritize engagement, you’re really creating a team that’s invested in your company’s long-term success!

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