

1 IN 5 EMPLOYEES ARE ENGAGED ON THE JOB

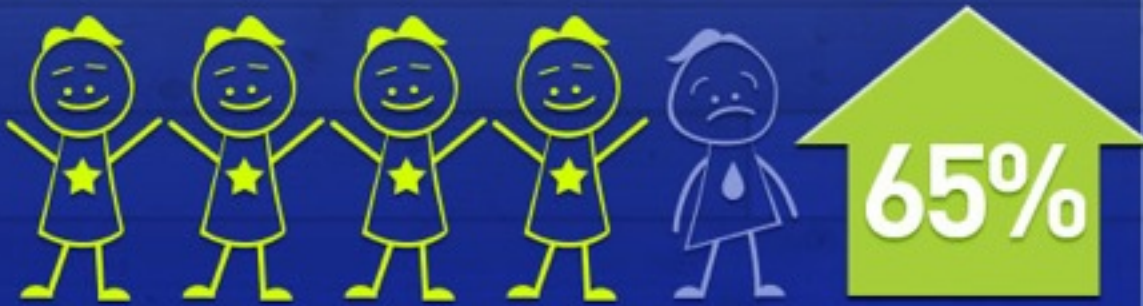


Engaged employees recommend their products and services **78%** of the time. Disengaged employees recommend only **13%** of the time. [Gallup 2003, Ibid]



In the 1:5 ratio, this is an average of 26% recommendation

If you improve your employee engagement to **4:5 ratio** you increase this recommendation percentage to **65%**



Assuming a 5% conversion on 65% of recommendations, you have increased your sales by recommendation by 250%

250% SALES INCREASE
EMPLOYEE RECOMMENDATIONS 
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