



Why is Employee Engagement Important?

Research has demonstrated that employees who are engaged exert a higher level of discretionary effort, which in turn:

- Reduces operating costs of their direct business unit
- Improves the quality of their work
- Improves external customer service
- Increases company profitability and revenue growth

However, the way work is conducted within corporations has undergone a major transformation over the past few years. Now, more than ever, employees must collaborate with other employees or functions to get the information or capabilities they need to get work done.

Research conducted by the Corporate Executive Board (CEB) shows that 50% say they are more dependent on others to get their job done, and 57% report an increase in the number of colleagues they work with in other geographic areas. Despite this shift, companies have yet to catch up. Only 15% of employees feel that their company is very good at creating a culture of communication and sharing.

According to Brian Kropp, Managing director of CEB,

"We've gone from a siloed workforce to a connected workforce to an interdependent workforce. However, the organizational structures haven't aligned with this yet."

Many companies today utilize employee engagement surveys to identify gaps and create 'action plans' to address them. Where leaders fall short in improving engagement is in the execution and sustainability of these plans—often struggling to come up with efficient and effective ways to address their engagement issues. The more complex the solution, the less likely it will be sustainable. The key is to identify solutions that are easy to roll out, easy to use, and easy to maintain over the long-term.

How can I move the needle?

That's where we come in. Spark was created to help companies better connect their employees to share ideas—in person. The Spark platform systematically connects your employees across your business. Having your employees meet over coffee, lunch or video call creates real social connections that can help your company break down silos and make employees be more connected, innovative and ultimately more productive.

Spark helps drive employee engagement through active connections with the larger team and organization—and studies show that organizations with highly engaged employees report up to 147% higher earnings per share than their disengaged counterparts.



Employee Engagement is just the beginning.

Spark can benefit your business in many other ways, including:

Improved Communication

Creating a culture of trust and open communication is critical. Spark fosters relationships between co-workers across business units, breaking silos and cultivating a stronger sense of belonging.

Improved Employee Retention

60% of HR professionals cite employee retention as their #1 concern. As companies continue to compete for and retain top talent, studies show that a sense of connection with the company and fellow employees helps drive retention rates.

Improved Talent Development

Companies can use Spark in many ways to support talent development, including matching new employees with existing employees to show them the ropes, or connecting high potential talent with managers to advise them on career development.

Improved Productivity

Informal face-to-face engagement is the one of the largest factors influencing productivity. One company showed \$15 million per year productivity increase simply by increasing informal employee engagement—and Spark can help your teams coordinate these efforts.

How does Spark work?

Behind the scenes, the Spark platform connects people across your business. Spark systematically matches employees with a new colleague on a recurring basis – and the resulting meetings provide a way to help your staff naturally discover the hidden assets within your corporation. Spark can help your employees communicate one-on-one in a way that encourages new and innovative ways of problem solving.

And the best part? It's totally customizable. Spark setup is quick and easy, and the flexibility of the tool allows your company to create campaigns that reflect your unique business goals. Want to give your IT professionals a chance to meet with marketing managers? Would you like to give your newer employees a chance to chat with managers? It's up to you!

Contact us today to schedule a demo!

Simply email info@sparkcollaboration.com or call 212.500.1152