

# Engage with Purpose

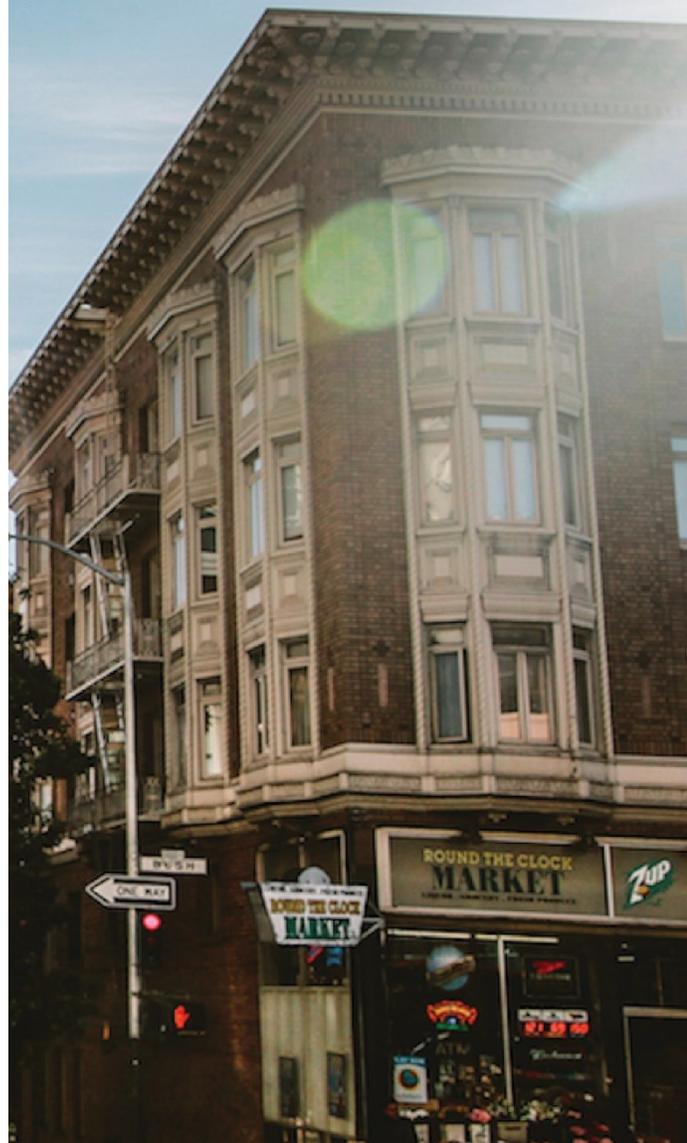
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October 2021

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**Innovation Minds**

*Your Digital Home for Hybrid Work*



**Innovation Minds®**

YOUR DIGITAL HOME FOR HYBRID WORK

## Engage with Purpose

### Make human connection the heart of your engagement strategy

For over a decade, organizations have experienced an engagement challenge. Countless research studies have concluded that a significant percentage of our workforces are disengaged, citing a variety of reasons. For some employees it is poor leadership, including an unhealthy relationship with their immediate manager. For others it's a lack of recognition, not feeling heard, or experiencing burnout.

Studies and surveys also have clearly shown the impact, for example:

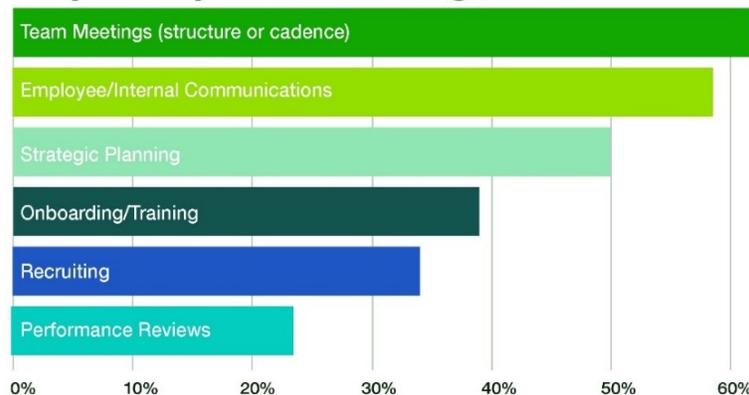
- Gallup asserts that disengaged employees can cost companies between \$450 and \$550 billion dollars a year.
- Accenture finds that EX leaders beat out the average S&P by 122%.
- Salesforce notes that employees who feel their voice is heard are 4.6 times more likely to “give it their all” at work under any circumstance.
- IBM found that only 21% of employees would leave a company with great employee experience, as opposed to nearly 50% on average.
- The American Psychological Association reports that very few employees will leave an organization with excellent employee experience, and fully 89% would recommend others to join the company.

Whatever the reasons behind this long-standing and pervasive disengagement, this situation clearly has been exacerbated by the global pandemic. The unprecedented disruption to our personal and professional lives caused by COVID-19 has triggered individuals to re-assess their priorities and organizations to reevaluate their culture and values. One thing has become abundantly clear: this deep reflection on the best path forward is causing massive changes in the talent market.

A recent Upwork survey, the Future Workforce Report, highlights some impactful workplace trends, including:

- Nearly 28% of survey respondents will be fully remote in the next five years, an increase of over 5% from Upwork’s November 2020 survey.
- 67% of businesses reported significantly more changes to long term management practices than normal, excluding temporary adaptations to the pandemic.
- As a result of the pandemic, 53% of businesses say that remote work has increased their willingness to use freelancers.

**Has responding to the pandemic forced you to make changes to the following management practice areas that will stay with you in the long-run?**



This confluence of volatile and complex trends necessitates bold strategies and solutions. And how success is defined must be kept front and center, taking a people-centric design approach.

### **Engagement**

How will we reverse the disengagement trend while simultaneously ensuring that people can bring their whole selves to work?

Recent research from Gartner shows that 82% of employees think it’s important for them to be seen as a human being, not merely an employee, yet only 45% of employees believe this is happening today.

## **Communication**

How will we collaborate and communicate effectively regardless of how we define 'hybrid work'?

A survey by Central in late 2020 revealed that limited face-to-face time and lack of visibility to other projects were leading causes of decreased productivity.

## **Knowledge Sharing**

How will you optimize the human potential of your workforce? What could your organization accomplish once high levels of engagement are reached?

To optimize outcomes, an organization needs to make data-informed decisions. This applies to talent management and workforce planning as much as anywhere else in the business. More data yields more insight, affording leadership more optimal matchmaking of people to teams and skills to projects.

***“What could your organization accomplish once high levels of engagement are reached?”***

At Innovation Minds, we believe that engagement isn't simply a metric to track. Engagement should be an organizational goal, and the relationships at the heart of perpetual engagement are the foundation of your company culture.

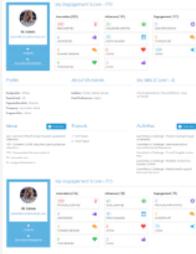
We've created a flexible, scalable and comprehensive technology platform which allows organizations to better understand their workforce, identify and strengthen relationships, and engage with purpose. It will:

- allow you to measure, reward and recognize contributions to projects, products and new ideas
- provide collaborative assessments and surveys to gain real-time insights on what's top of mind across your teams
- support real-time activity feeds and integrated event management for easy access to what's important
- create innovator profiles that help you learn more about your colleagues to form stronger working relationships
- suggest colleagues for your project to increase likelihood of success
- track individual and team goals
- orchestrate engagement in the flow of work

These capabilities directly address some of the most important factors in providing an industry-leading employee experience. Clear communication on expectations and goals. Organizational transparency. Learning and career growth opportunities beyond daily work. Rewards and recognition for contributions that drive a culture of engagement and innovation.

Whether you are growing communities of interest, performing strategic planning, managing projects or products, or driving innovation, our solution provides the capabilities and insights needed to engage effectively and purposefully.

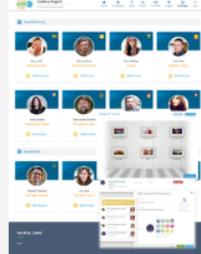
## Enabling Technologies from Innovation Minds



### Universal Engagement Score©

Tracks employees' contributions and interactions holistically to promote and reward participation driven by powerful AI and employee gamification.

[Learn More](#)



### Advanced Gamification©

Our copyrighted 'Earn your pride' program helps recognizing your employees for their work and for their engagement and help them recognize one another.

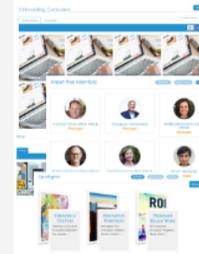
[Learn More](#)



### Hall Talks©

Short and synchronous surveys on a regular basis for ongoing engagement and inclusive feedback with a fraction of the effort because annual employee surveys are almost dead.

[Learn More](#)



### Onboarding & Mentoring

Curriculum based onboarding videos to invite and assimilate new hires to their roles and assigned mentors for guidance, motivation, emotional support, and role modeling.

[Learn More](#)



### Event Management

Tools you need to run engaging and inspiring events that will motivate employees and reduce administrative work.

[Learn More](#)

## Engage with Purpose

LET US HELP YOU CREATE A HOME FOR HYBRID WORK

THAT EMPOWERS EVERYONE, EVERYWHERE, ALL THE TIME

CONTACT US AND WE'LL SHOW YOU HOW

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