



Are your employees actively engaged? Spitfire Communications can help you develop a communications strategy encouraging participation that inspires and sustains employee engagement.

When employees are engaged they feel valued, recognized and are motivated to bring their best self to work every day.

HOW TO EFFECTIVELY COMMUNICATE AND INCREASE ENGAGEMENT:

- Communicate clearly and consistently – make sure employees understand the company’s objectives and goals as well as how they can help achieve them.
- Speak openly and honestly with an authentic, approachable tone.
- Have some fun by including incentives. Spark a little competition, inspire employees to connect and encourage others to join in to build a sense of community.
- Use the media employees prefer. Consider taking a multimedia approach, incorporating videos, print pieces and social media posts.
- Make sure managers fully understand the company’s communication goals so they can better connect with employees on an individual basis.
- Remember to listen and foster a culture that demonstrates how their input can have an impact.

DID YOU KNOW?

89% of HR leaders agree ongoing peer feedback and check-ins have a positive impact on their organizations.

(2018 SHRM/Globoforce Employee Recognition Report)

Workplaces with high employee engagement have **41% less absenteeism** and **17% higher levels of productivity.**

(Gallup, 2019)

Employees who feel their voices are heard at work are 4.6 times **more likely to feel empowered to perform their best work.**

(Salesforce, 2017)

Make it Fun!

- Gamification increases employee engagement by 48%. *(The Startup, 2019)*
- 72% believe gamification inspires them to work harder. *(The Startup, 2019)*



IMPROVE EMPLOYEE ENGAGEMENT BY:

- Creating a positive company culture
- Leading by example
- Encouraging collaboration
- Using the right technology
- Collecting employee feedback
- Motivating employees
- Recognizing and rewarding employees

HOW CAN SPITFIRE HELP?

We will help you create and implement a strategy, pinpointing topics, times and channels that will meet employees where they are. One that includes multimedia and interactive experiences which will allow them to actively participate, and provides the ability to gather and analyze feedback, including:

- Personalized, targeted communications – “What’s in it for me?”
- Print media
- Digital media (email, websites, landing pages, apps)
- Surveys
- Quizzes
- Gamification
- Focus groups
- Testimonials
- And more!



If you'd like to learn more, please contact:

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