



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.
- Make it more fun by adding gamification.

DID YOU KNOW?

Employee engagement fell from 36% in 2020 to 34% in 2021 to **32% in 2022.**

(Gallup, 2022)

52% of employees say frequent communication helps them feel more connected, and **26%** say collaboration tools help.

(RingCentral, Inc., 2022)

Employees are **4.6x more likely to feel empowered to perform** their best if they are given assurances that their opinion counts.

(Smarp, 2020)

Workplace cultures that foster connection lead to **58% of employees having better physical well-being** and **55% of employees having better emotional well-being.**

(RingCentral, Inc, 2022)

Engaged employees make a difference... **46% are more likely to report that they intend to continue working in their organizations.**

(Effectory, 2021)



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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