



IMPROVE **EMPLOYEE ENGAGEMENT** THROUGH **LIVE** VIDEO

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While it's not surprising to businesses that a certain number of their employees fall into the "disengaged" category, what is surprising is the size of that number: It's higher than most think. The recent Gallup survey "State of the American Workplace" included several interesting statistics. For starters, the survey found that 70 percent (which is nearly three-quarters) of all American workers are either not engaged or are actively disengaged.

The results are observed directly in the bottom line, with the price tag for disengaged employees accounting for \$450 billion to \$550 billion in annual losses in productivity. With so much at stake, how can businesses encourage higher levels of engagement within the organization while shifting employees out of this dangerous "disengaged" category?



The cost of disengaged employees accounts for **\$450 - \$550 billion** in annual losses of productivity each year.

FINDING A NEW WAY, CONNECTING WITH EMPLOYEES

The ways in which companies operate in modern businesses today is changing rapidly, making it difficult for executives to ensure that employees are keeping up as the company's mission evolves. To reduce the growing challenges associated with disengagement in the workplace, it's important to find new ways — that are highly impactful — to connect with employees.

People are no longer physically located at a single place — they're at many different sites, working remotely, and even spread across different regions and countries. In fact, telecommuting rose **79%** between 2005 & 2012, according to the New York Times. So when thinking about engaging employees, it's important to harness the ability to reach all employees — on-site, remote and at the variety of locations where you operate.

The strategy should be focused on connecting employees with not only your message, but ultimately your brand. A surprising number of employees, **41%**, admitted in the Gallup survey that they do not understand what their companies stand for or how they differ from their competitors.

In addition, Ustream recently conducted a survey, targeted at \$50K+ salaried professionals, & found that:

- **72%** of employees do not fully understand their company's strategy.
- **58%** of employees wish they had better insight into the company's next steps.
- **63%** of employees wish they heard from company leadership more.
- **54%** of employees believe they'd be more productive if they had more access to leadership.

By aligning your teams across the globe with technology that closes this gap, you can achieve increased buy-in and raise engagement by reaching more employees on a broader and deeper level.



EXPANDING YOUR STRATEGIC ALIGNMENT, ENGAGING EMPLOYEES

Live video improves internal communication and drives higher levels of engagement by broadcasting town halls. More employee interaction with senior management translates into messages that are communicated more clearly, consistently and across all facets of the organization.

In the past, senior managers would travel — domestically and internationally — to communicate important messages to employees. But this is costly, with the **average** expense of travel totaling \$1,000 for domestic trips and \$2,500 for international trips. Once you add in time spent in transit and on-site, the cost easily increases to \$2,000 to \$2,500 for each senior manager. For a group of 10 managers, this could add up to \$20,000 or more.

Productivity loss is also a consideration, since 72% of employees do not believe that they fully understand their company's strategy. For example, assuming a productivity loss of 10 percent of an employee's time, and an average wage of \$50,000 annually, there is a significant opportunity to boost productivity by \$5,000 per employee, by simply clarifying a company's direction and objectives.

Live video is a highly effective alternative, when you consider the fact that spending about \$100 per employee communicating in a more impactful way could yield a 50-to-1 return on investment.

\$100
Spending about per employee by communicating in a more impactful way could yield a **50 to 1** return on investment.

DO YOU WANT TO EXTEND YOUR STRATEGIC ALIGNMENT?

The popularity of live streaming video is growing quickly, because it's highly engaging, effective and scalable. If you're interested in adding live video to increase employee engagement, we can help. For more information, simply email sales@ustream.tv today. New to streaming? See how easy it is to get started by watching this [in-depth video guide](#).

