



**#ALWAYS
PEOPLE FIRST**

www.alwayspeoplefirst.es



APFtech

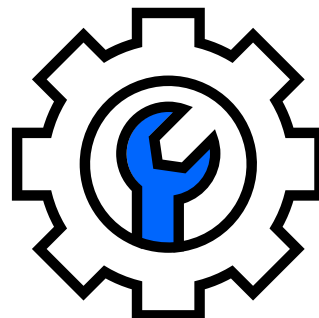
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**#ALWAYS
PEOPLEFIRST**







Very few occupations
—*less than 5 percent*—
consist of activities that can
be fully automated.

Fuente: McKinsey 2017



The Human Factor Is Key To Business Success In The Digital Age



The Work of the Future: Shaping Technology and Institutions

- We **overestimate** our machines



WHAT IS EMPLOYEE ENGAGEMENT?



FULL ENGAGEMENT

Employee engagement is determined by an individual's level of **contribution and satisfaction** in their role. Engaged employees are enthused and in gear, using their talents and discretionary efforts to make a positive and sustainable difference in a business.

Actual Situation



Employee engagement is no longer a nice-to-have. It's key to the success of your employees, your teams, and your organization. It impacts every aspect of your business—and it's worth the investment.



Engagement Drives Organizational Performance
— Especially During Hard Economic Times and
Massive Disruption

Roadblocks to increasing employee engagement



48%

Organizational culture

47%

Budget

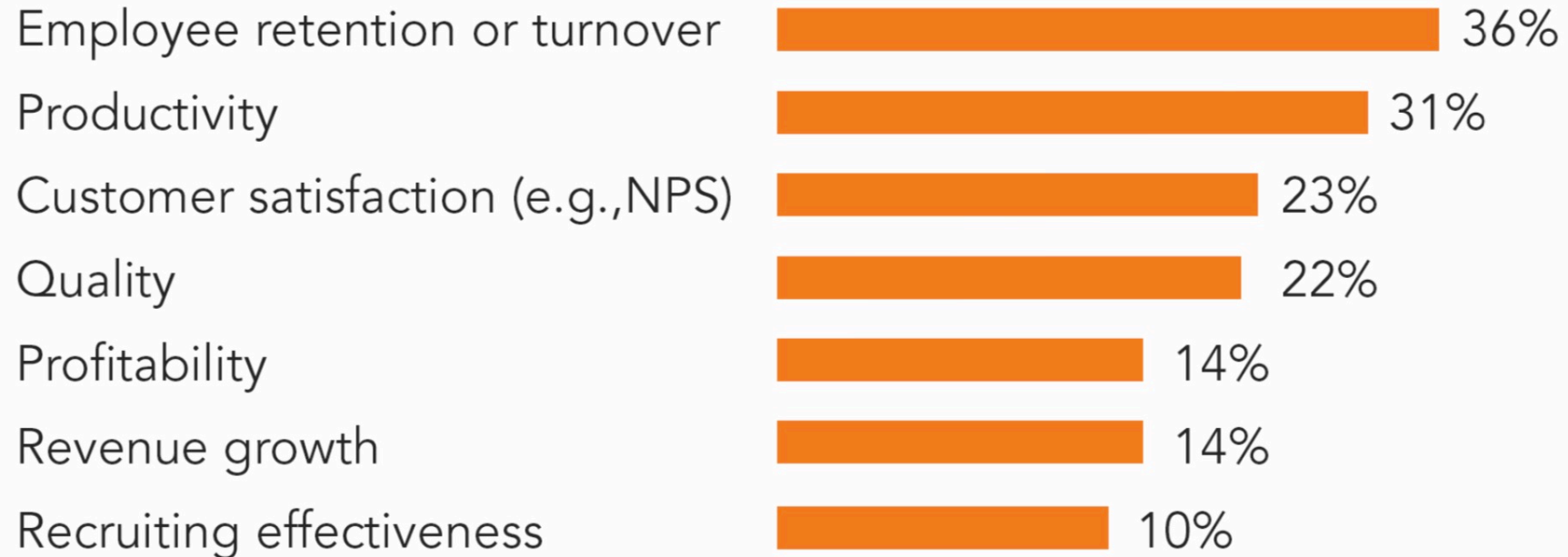
40%

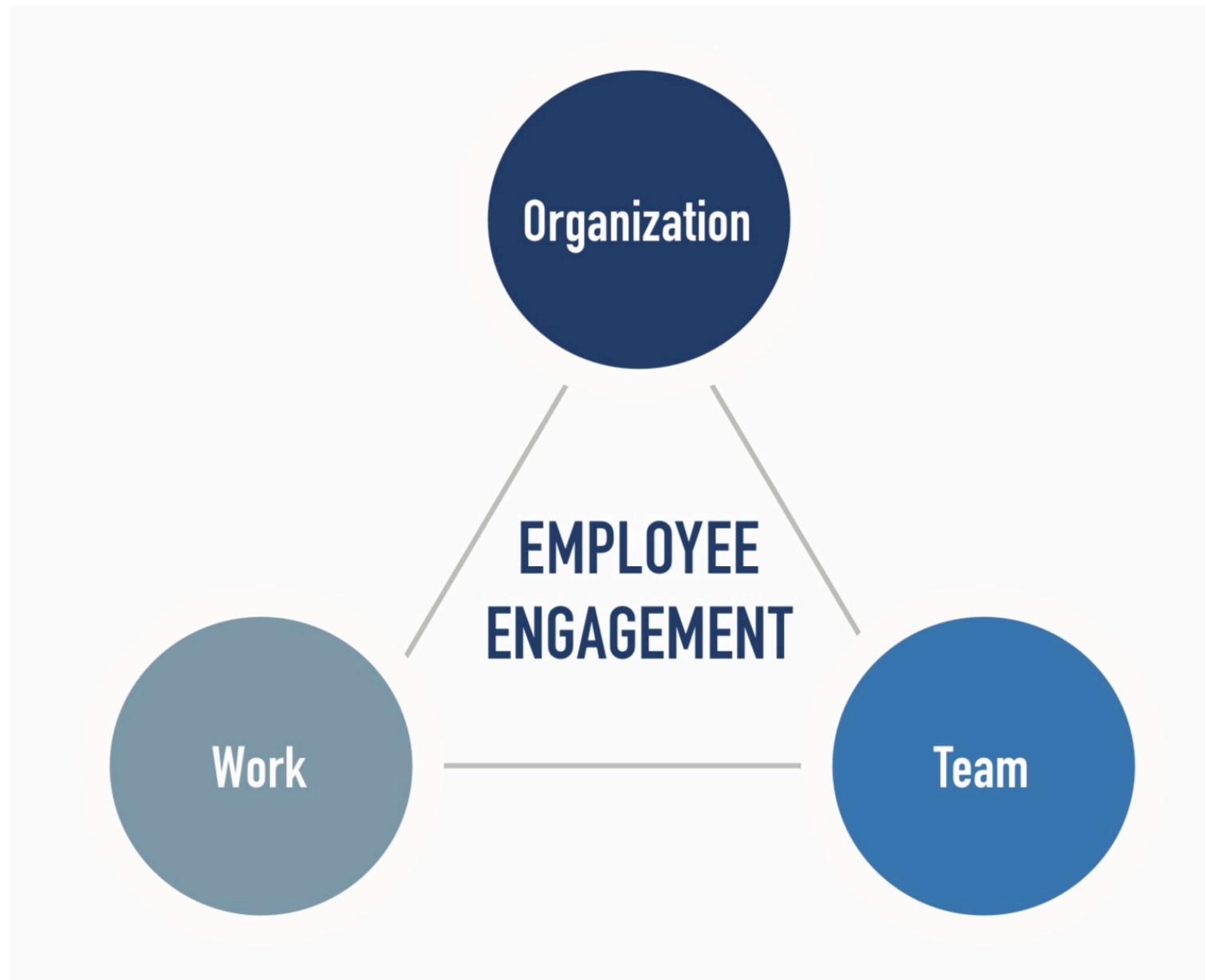
Employee adoption/
participation

30%

Communication

What outcomes has your organization actually improved as a direct result of its investments in employee engagement, development, and performance management?





Gallup defines employee engagement as the involvement and enthusiasm of employees in their work and workplace.



81% of business leaders strongly agree that highly engaged employees perform better and are more productive, according to a recent study conducted by Quantum Workplace and Harvard Business Review Analytic Services.



Engagement 1.0	Engagement 2.0	Engagement 3.0
The top-down annual engagement survey	Pulse surveys with intelligent sensing	Intelligent nudges, Focus on everyone
<p>Once per year. Focus on management. Benchmarked annually. Rigid questions asked year after year.</p> <p>Focus on benchmarking</p>	<p>Agile surveys as needed. Pulse on regular basis. Feedback on mobile or apps. AI-based action plans. Immediate feedback.</p> <p>Focus on feedback.</p>	<p>Many sources of data. Recommendations driven by nudge and suggestion. Open to HRMS, ONA, and other behavior data.</p> <p>Focus on behavior change.</p>
Survey technology.	Web, mobile, analytics.	AI, nudge, real-time sensing.



How many employees do we
have fully engaged in our
companies?



**Only about 16% of workers
overall are fully engaged.**

Fuente: ADP Research Institute 2019 (more tan 19.000 workers worldwide)



César Rangel

“El ochenta por ciento de los trabajadores odian los lunes”

AS COMPANY SIZE INCREASES, HIGHLY ENGAGED EMPLOYEES DECREASE



Small and Medium Organizations are 23% More Engaged than Enterprise.

We have also found that smaller organizations tend to consistently have more engaged employees than larger ones. In fact, the smallest companies (less than 250 employees) have 23% more highly engaged employees compared with the largest organizations (5,000+ employees) according to our data.

Employee Engagement by Tenure



Spain

2018
Engagement

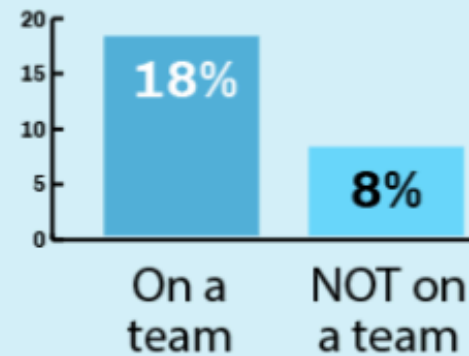
16%

Engagement
up

+3%
since 2015

79%
Work in a team

% Fully Engaged



The Powerful Relationship Between Employee Engagement and Team Performance

Discover how highly engaged teams outperform the rest in 11 business outcomes -- based on the world's largest study of employee engagement and performance.

Top Engagement Drivers in Times of Crisis



**“My work contributes
to company goals”**



**Less anxiety about job
security**

High levels of trust



+76% engagement



**TRANSPARENCY,
RELATIONSHIPS**

In times of distress



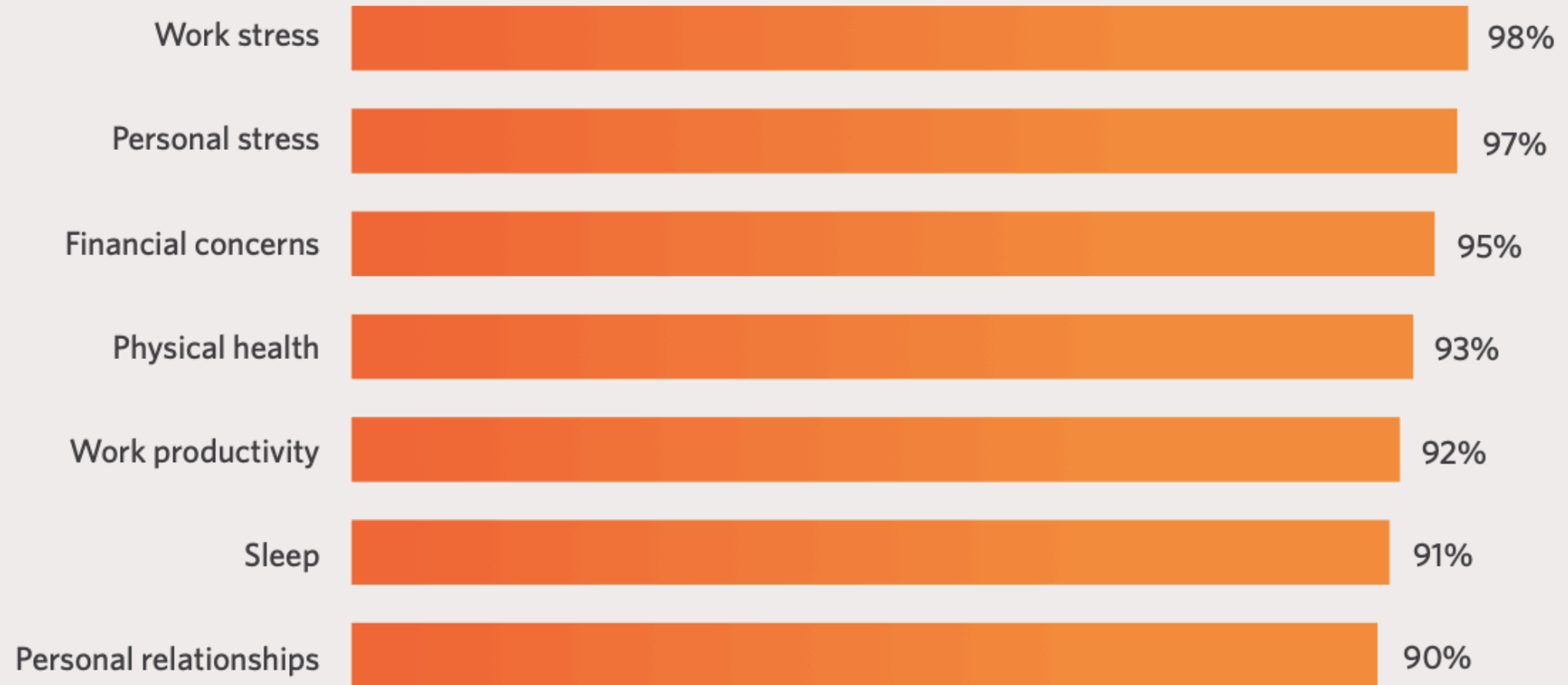
**+30% desire for recognition
(due to lack of opportunities
to be recognized)**



RECOGNITION


Gartner.

Figure 1: Areas of wellbeing with the greatest impact on employee engagement



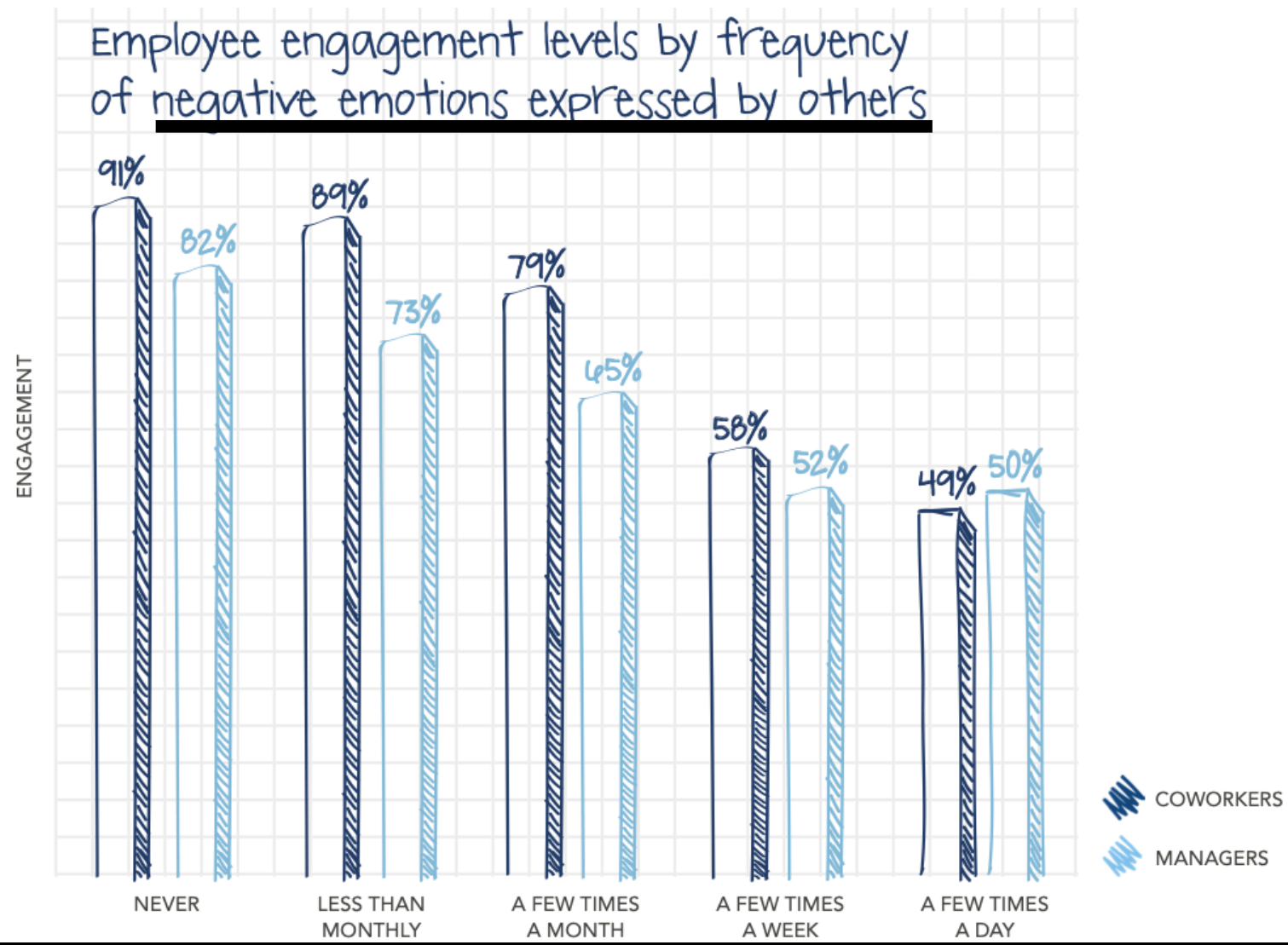
Gallup research indicates that changes in employee engagement are best attributed to changes in how organizations develop employees.






**When goals and accountabilities
are clear, employees are 2.8x
more likely to be highly engaged.**

LO QUE DICEN LOS QUE NOS RODEAN AFECTA A NUESTRO ENGAGEMENT



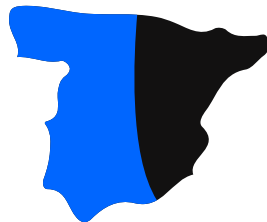


When employees believe they will be recognized, they are 2.7x more likely to be highly engaged.

What are the greatest barriers to deriving business value from your organization's investments in employee engagement?

42%

Managers don't know how to have effective **development conversations** with their **employees**



57%

de los trabajadores en España
están comprometidos.

43%

de los trabajadores en España **no** están
comprometidos.

Fuente: AON 2017 Trends in Global Employee Engagement

El 25% de los españoles quiere cambiar de trabajo este año



Trabaja en el sector de la salud y el bienestar. Los profesionales de este sector

El presidente de El Corte Inglés inicia una gira por los centros para motivar a la plantilla

0

Jesús Nuño de la Rosa ha tomado la iniciativa tras constatar cierta incertidumbre entre empleados y directivos

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El nuevo presidente de El Corte Inglés, Jesús Nuño de la Rosa, se ha propuesto devolver cuanto antes la tranquilidad a los grandes almacenes. Considera que, después de un mes de incertidumbre entre empleados y directivos por la guerra en el consejo, es el momento de estar con los trabajadores y de lanzar mensajes claros a los responsables de los centros.



Jesús Nuño de la Rosa, presidente de El Corte Inglés.

Pablo Isla: «Impulsar a las personas es preservar lo más valioso de Inditex»

El presidente de la multinacional ha sido galardonado por Forbes como el mejor CEO de la década



CUMBRE CEOE

Álvarez Pallette pide un pacto digital y sostenible que ponga a las personas en el centro



**Discretionary effort
levels have declined 35%
in the past five years**

Source: Gartner 2019



When you **hate your job** but can't
quit because you need money



HIGHLY ENGAGED

Strongly connected to workplace

Brand advocates

Go the extra mile

Stick around

MODERATELY ENGAGED

Moderately connected to workplace

Something holds them back from full engagement

BARELY ENGAGED

Barely connected to workplace

Indifferent attitude

Lack motivation

Turnover risk

DISENGAGED

Disconnected from workplace

Negative, disruptive

Hinder productivity

DISENGAGED EMPLOYEES COST YOU ENORMOUSLY:

65%

more
turnover

50%

higher costs
for healthcare

37%

more
absenteeism

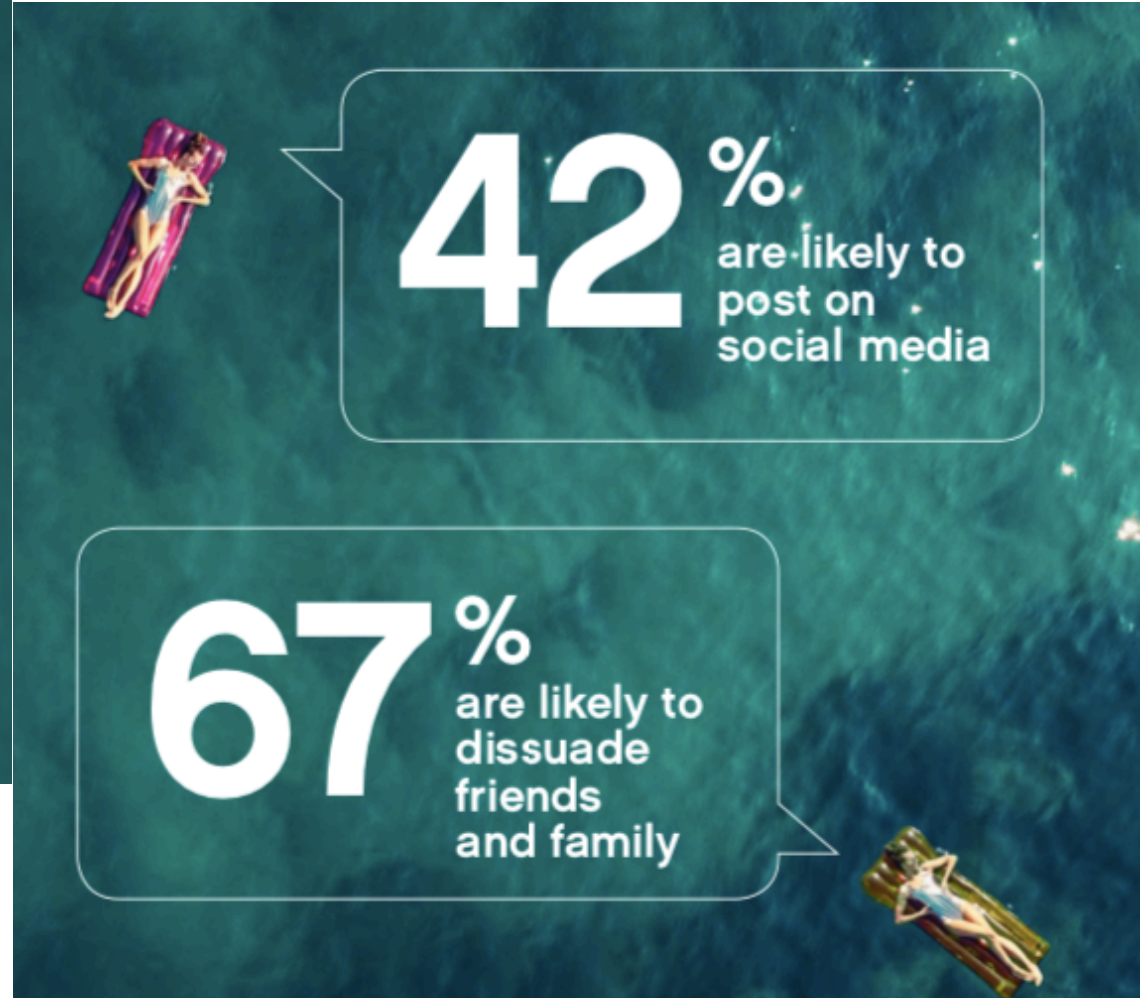
21%

less
productivity

Consumers will share their “good, bad, and ugly” experiences

Customer experiences don't live or stay in a vacuum. Consumers will share them with friends, family, and anyone who will listen on the Internet.

2018 Customer Service Expectations Survey





AMERICAN companies spent over
\$1 billion on **employee engagement**
in 2018

Fuente: Deloitte

By 2023, 80% of large organizations
(over 5,000 employees) will have invested
in a talent engagement initiative.

Gartner: The Future of Talent Acquisition



What are **the Benefits** of **Employee Engagement**?

- Increased Employee **Productivity**
- Decreased **loss of talent**
- Increased **Innovation**
- Decreased **Absenteeism**
- Better **Customer Service**

Engagement is key to preventing absenteeism, says [Kevin Murray](#), author of *Charismatic Leadership – the skills you can learn to motivate high performance in others*. “[Research](#) shows that engaged employees take an average of 2.69 sick days per annum while those who are disengaged take an average of 6.19 sick days.”



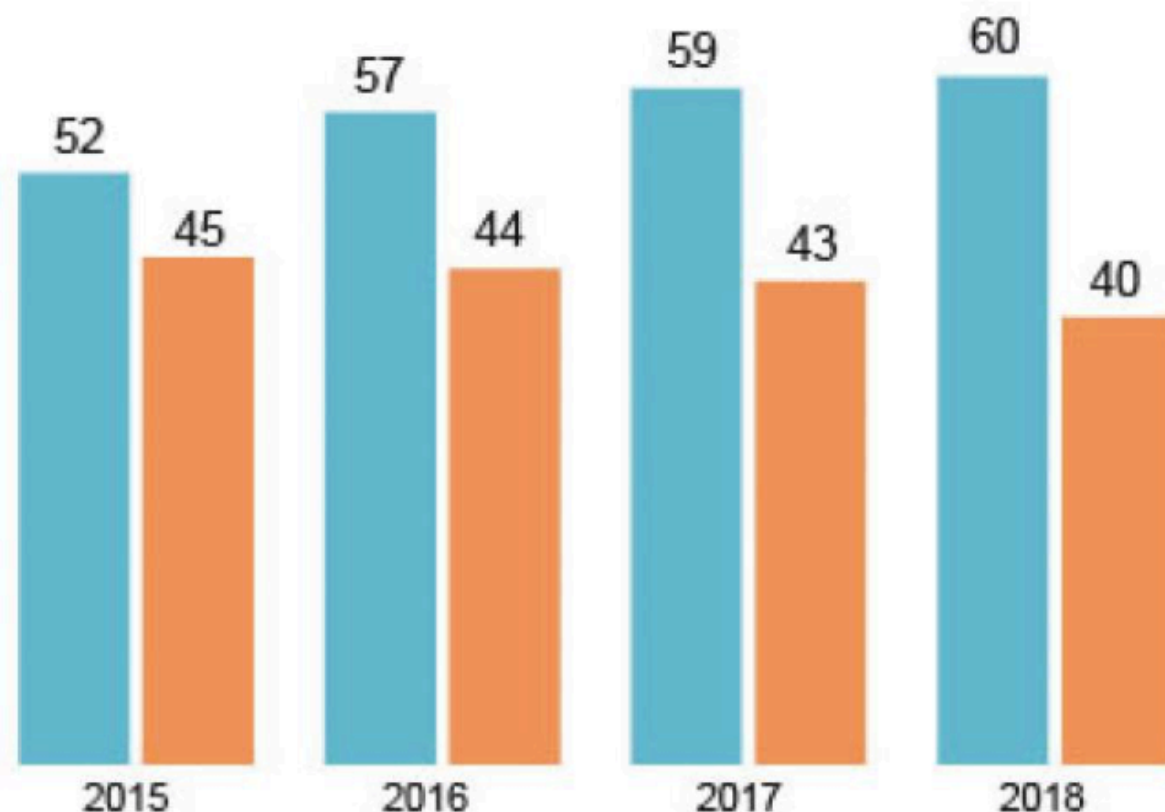
“In the United States, productivity losses linked to absenteeism cost employers \$225.8 billion annually.”

Source: The Employee Experience Quantified 2019

EL IMPARABLE INCREMENTO DEL ABSENTISMO LABORAL

LO QUE DURAN LAS BAJAS SEGÚN EL CONTRATO

FIJOS TEMPORALES

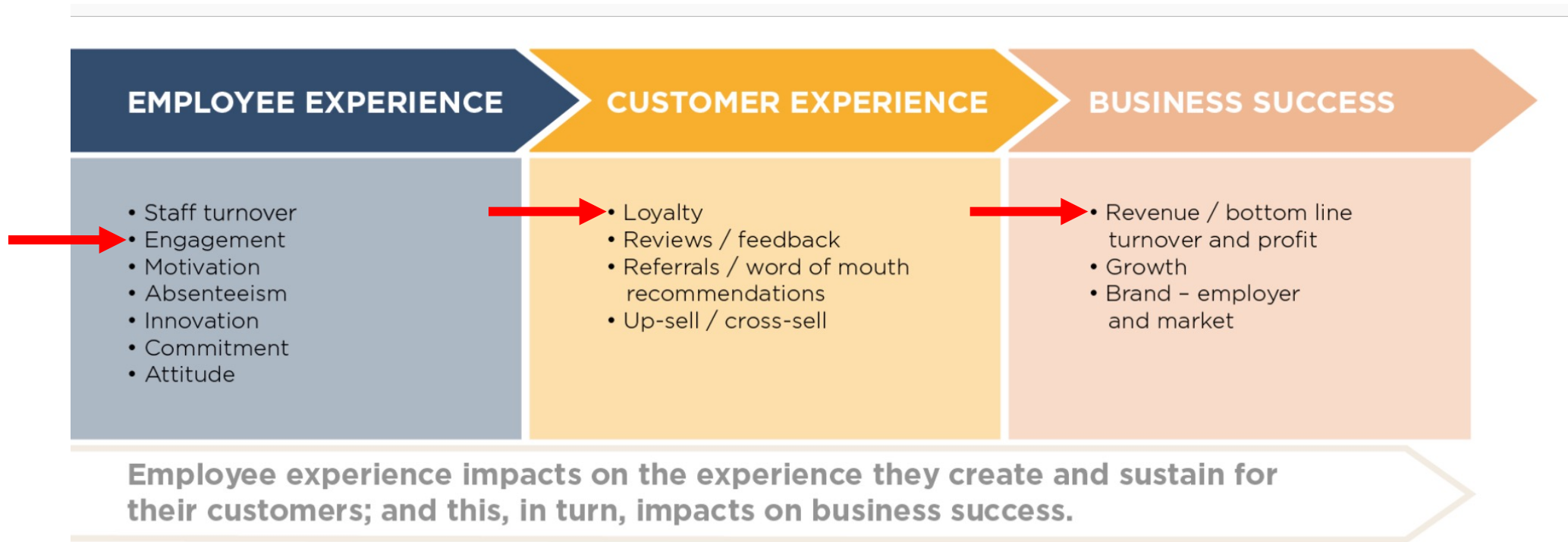


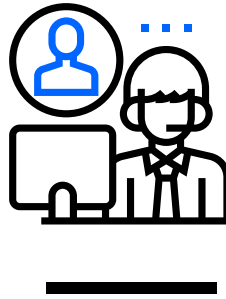
FACTURA PARA LAS EMPRESAS DEL ABSENTISMO EN 2019

En euros



¿Quién vende al cliente?





There is a **strong connection** between **employee satisfaction** and **customer satisfaction**.

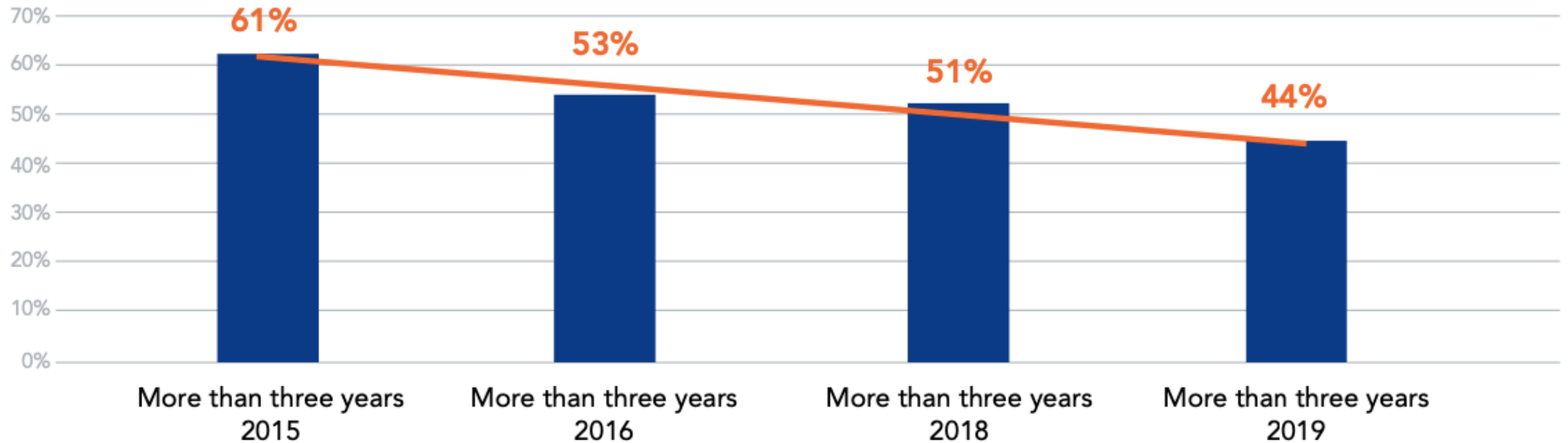
Using a unique panel of **293 large employers across 13 industries between 2008 and 2018**, we study the **link between** employee satisfaction on **Glassdoor** and customer satisfaction from **the American Customer Satisfaction Index (ACSI)**.

Customer Experience Correlates to Loyalty

Source: 318 companies based on a survey of 10,000 US consumers (*ROI of Customer Experience, 2018*)



Customer retention 2015-2019





This doctor gave the baby his shot
without the baby realizing it 😂❤️



“At a medium-sized company, improving employee engagement just 1% is worth \$2 million in annual operating income.”

Fuente: The Employee Experience Quantified 2019

ENGAGEMENT INCREASES AS EMPLOYEES AGE



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