

EMPLOYEE ENGAGEMENT ADVANTAGE



Engaged employees are the key to gaining a competitive advantage. Studies show that banks with motivated employees outperform their peers across a wide range of financial and customer preference metrics.

As financial institutions make tough decisions such as changes in ownership, leadership, business strategy, restructuring, layoffs, deploying new initiatives, etc., keeping employees engaged is critical to ensure success.

We build programs based on data gathered from employee input, and then customize solutions that remove barriers to employee engagement — from the development and execution of strategic change communication programs to leadership development.

Employee engagement is directly correlated to the value of a company's brand, and is a decisive factor in enabling financial institutions to integrate, inspire and mobilize their people to succeed, take pride in their company and adapt to change.

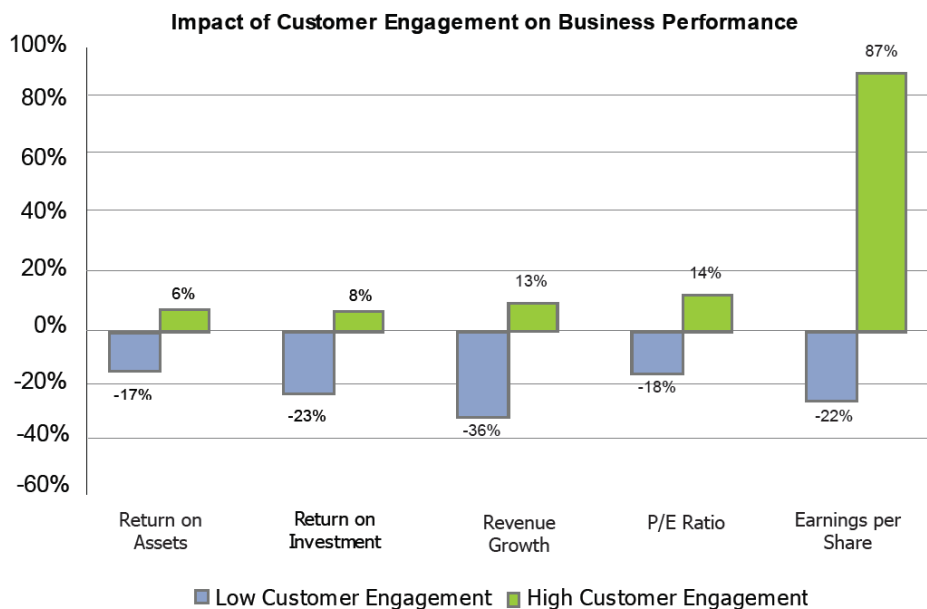
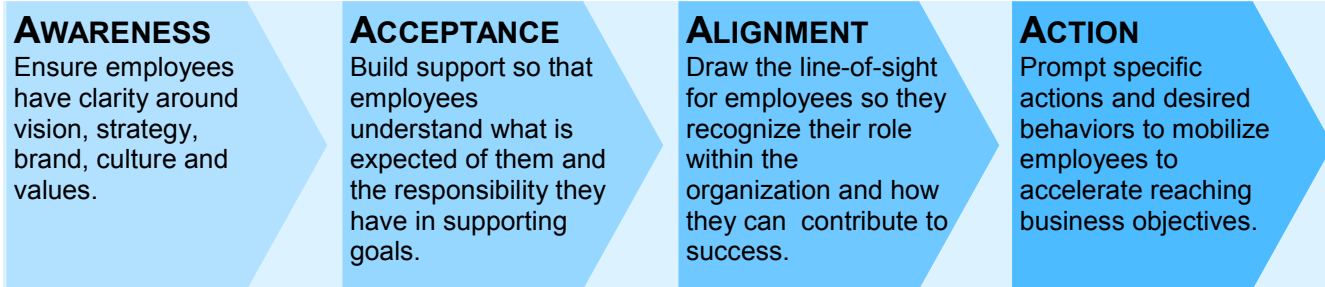
Advantages include:

- Increased productivity
- Reduced attrition
- Higher profitability
- Meeting goals faster

The Marsh Communications/Engagement Strategies Employee Engagement Advantage (EEA) program enables executives to communicate business changes and imperatives in a way that motivates employees to go the extra mile to serve their customers and institutions.



Employee Engagement Advantage (EEA) is focused on defining what needs to happen within a financial institution, identifying the obstacles to success and deploying change and communication programs that facilitate smooth and rapid transitions. Through our change communication process, we mobilize and motivate employee to perform better and reach goals faster.



Recent studies by PeopleMetrics Inc., demonstrated that across all financial metrics analyzed, financial institutions with high customer engagement outperform the industry average. The studies also show that customer engagement is largely driven by the degree to which employees are engaged. Engaged employees go above and beyond to meet customers’ needs and ensure customers have a consistent, positive experience, which positively impacts overall customer engagement — and profitability.

Marsh Communications and Engagement Strategies offer financial institutions the best combination of expertise and experience in financial services communications and employee engagement — proven services that will make a difference in the performance of your institution.



Contacts:
Engagement Strategies
www.engagementstrategies.com
 415-828-5334
warren.egnal@engagementstrategies.com

Marsh Communications
www.marshcomm.net
 404-327-7662
amus@marshcomm.net

