



Big Picture “Performance” Stats to Consider

The following empirical evidence citations showcase workplace performance challenges, and provides business owners with hope and evidence that companies with positive cultures and actively engaged employees can outperform weaker competitors.

1. In June 2013 **USA companies realized \$450 to \$550 Billion in lost revenue** from worker “Disengagement” from the USA’s GDP estimated to be \$16.6 Trillion. SOURCE: Federal Reserve Bank of St. Louis and Gallup, Inc.
2. On average, **Minnesota companies have 26% “Disengaged Employees,”** the most in the USA. SOURCE: Federal Reserve Bank of St. Louis and Gallup, Inc.
3. Companies with 10 to 500 employees have **27 to 30% “Engaged Employees”** in companies with 10 to 500 employees (about 42% in smaller firms). SOURCE: Federal Reserve Bank of St. Louis and Gallup, Inc.
4. Companies with 10 to 500 employees have **17 to 22% “Actively Disengaged Employees”** (about 15% in smaller firms). SOURCE: Federal Reserve Bank of St. Louis and Gallup, Inc.
5. **70% of American workers are either “Not Engaged” or “Actively Disengaged”** (52% Not Engaged + 18% Actively Disengaged). SOURCE: Gallup, Inc.
6. Companies with **Fully Engaged CUSTOMERS achieve a 23% performance premium** over Average Customers in defined metrics, which are: More Share of the Wallet, More Profitability, More Revenue, and More Relationship Growth. Companies with **Actively Disengaged CUSTOMERS get a 13% performance hit** on the same metrics. SOURCE: Gallup, Inc.
7. **Less than 20% of companies have effective customer service** policies and practices that facilitate. SOURCE: Maritz Poll
8. In an 11-year study, businesses with **POSITIVE cultures averaged growth of 682%**, while businesses with **WEAK cultures averaged growth of 166%**. SOURCE: Harvard Business School.