**EMPLOYEE ENGAGEMENT**

**Learning Outcome 4: ACTIVITY 2**

**PAIRS ACTIVITY**

**The link between business performance and an engaged workforce**

In pairs, complete the following:

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| Take each of the following benefits in turn, and state why each of them can contribute to an organisation's overall performance.   * Lower absenteeism and higher employee retention * Increased employee effort and productivity * Improved quality and reduced error rates * Increased sales * Higher profitability, earnings per share and shareholder returns * Enhanced customer satisfaction and loyalty * Faster business growth * Higher likelihood of business success   Be prepared to discuss your answers in class. |