**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. |