



Summer 2015

Volume XI • Issue II

how to improve employee engagement

Source: womenetics.com

Five quick tips to enhance your office environment, starting with the most important ingredient—your employees

Employee engagement describes the level of emotional involvement and enthusiasm employees demonstrate for their work and how that influences their performance and willingness to further the organization's interests. While that may seem "soft" and intangible, many researchers show that the benefits of increased engagement are very tangible and impact the bottom line.

When an organization suffers from low employee engagement, the symptoms tend to be diminished morale, decreased productivity, an increase in tardiness and sick and personal days taken, and a rise in employee turnover. These can translate to significant costs to the organization.

However, an organization recognizing that higher employee retention, increased productivity, and reduced absenteeism make a financial impact will see that engagement efforts make sound business sense. Engaged employees tend to complete things faster, get higher customer service ratings, and demonstrate greater loyalty.

Use these five quick tips to improve employee engagement starting today:

1) Build Trust: Employees need to be able to trust their managers and company leadership. Clear communication is a key element of trust. To build trust, monitor how and what you communicate to people around you. Be clear and direct. Manage expectations. Be truthful and as transparent as possible to avoid guesses and assumptions and to prevent rumors and unfounded fears from spreading.

2) Create Connections: People want to have meaning in all aspects of their lives. If they do not feel the importance of what they do, they disconnect. Therefore, it is important to highlight the connections between things and people. Help employees see the "big picture" of how their role and objectives fit into the organization's objectives. Encourage others to look at how their actions and performance affect others. *(continued on page four)*

EASY STEPS TO STAY MOTIVATED AT WORK



Get Positive

Research shows happiness increases productivity and makes you more successful. How do you get optimistic if you're not feeling it? Monitor the progress you're making and celebrate it.



Reward Yourself

Research shows that rewards are responsible for three-quarters of why you do things. So treat yourself whenever you complete something on your to-do list.



Embrace Peer Pressure

Research shows peer pressure helps kids more than it hurts them. Surround yourself with people you want to be and it's far less taxing to do what you should be doing.

Source: *How to get motivated, according to science*
Eric Barker, theWeek.com

selling CNY as a national test market

Central New York has long been revered as a great market for product and concept testing. You may have caught our previous blog post about the topic, where we discussed the market characteristics that make the city of Syracuse an ideal test market. We noted how Syracuse has a similar demographic composition to the United States population—the geographic isolation provides an advantage in terms of advertising exposure, and media advertising is more affordable here than in larger cities. The geographic isolation has not changed and advertising is still more affordable than in larger metropolises. However, being the curious researchers that we are, we wondered if the data still supports the area being a good test market option in terms of demographic composition. That curiosity led us to QuickFacts¹, a data repository provided by the United States Census Bureau. We were pleased to find that a wider net than just Syracuse (Onondaga County) reflects the United States population as a whole.

Below you will find several [points] illustrating the striking similarities across several US Census statistics. Essentially, in terms of gender, race, educational attainment, median household income, and owner occupied housing unit rate, Onondaga County is highly representative of the United States population.

- The gender breakdown for Onondaga County is within one percentage point of the US population for both males and females.
- Onondaga County closely reflects the US population race demographic, with the largest disparity being the Hispanic or Latino population.
- The highest level of education achieved is also very similar among Onondaga County and the United States as a whole, with a mere four percentage point difference among the two for each education level.
- The median household income of Onondaga County residents is remarkably comparable to that of the United States population, within \$1,000!
- The percentage of Onondaga County residents who live in a home they own is nearly identical to the United States population.

What does all this mean and why is it important? When developing a product, creating a concept, or introducing a new marketing campaign, it is critical to understand the behavior of the target audience. Implementing a market research project in a test market will allow you to determine the viability of the product, concept, or campaign on a wider scale. It will also provide vital feedback regarding your marketing strategy, customer response, and distribution channels. The most crucial component of choosing a test market is ensuring that it matches the target market in terms of demographics. The demographic similarities to the US population make Onondaga County a great test market for companies interested in rolling out products, concepts, or campaigns locally or nationally.

If you're interested in learning more about utilizing Onondaga County as a test market, contact our Senior Director of Business Development & Corporate Strategy, Sandy Baker, at SandyB@RMSresults.com or by calling 315-635-9802.

[View the Full Blog Post Here.](#)

¹QuickFacts data are derived from: Population Estimates, American Community Survey, Census of Population and Housing, Current Population Survey, Small Area Health Insurance Estimates, Small Area Income and Poverty Estimates, State and County Housing Unit Estimates, County Business Patterns, Nonemployer Statistics, Economic Census, Survey of Business Owners, Building Permits.

Quote of the Quarter



Your customer doesn't care how much you know until they know how much you care. "

- Damon Richards

Susan Piece

Healthcare Corner

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Source: womenetics.com

3) Appreciate People: Recognition is an important part of motivation and engagement, and it can be as simple as genuine appreciation. Praise where warranted and give credit where credit is due. The best recognition is immediate, specific, and personal. Let the person know specifically what you appreciate.

4) Motivate Others: Motivation is our desire or willingness to do something. An organization where people are willing and able to work toward a common goal is stronger than one where people are badgered or threatened or generally reluctant.

5) Support Growth: There is nothing more demotivating than feeling you're in a dead-end job. Talk to employees about what direction they'd like to see their career path take, and help them identify opportunities for personal and professional development that will help them achieve those goals. Move past any fear you may have of your employees leaving – by caring about their growth and aspirations, you will probably get a more productive, loyal, and longer-term team member than if you don't have these conversations.



Welcomes Our New Team Members

Director of Research Analytics
Keith Chidsley



Marketing & Communications
Coordinator
Maggy Terpstra

