

CONTINUOUSLY LISTEN TO CONTINUOUSLY IMPROVE:

# LISTENING TO EMPLOYEES DRIVES ORGANIZATIONAL PERFORMANCE

How do we drive higher performing organizations?  
The answer is not talking more. It's about listening  
—continuously listening—to your employees.

“Most people do not listen with the intent to understand; they listen with the intent to reply.”  
Stephen R. Covey

80%

People spend between **70-80%** of the day engaged in some form of communication.

55%

Only **55%** of an individual's time is devoted to listening.

Forbes reports that collaboration drives workplace performance. Yet, a cornerstone to collaboration, continuous listening, is often non-existent in most organizations today under the guise that the annual survey is enough.

## THE COSTLY PROBLEM: YOU CAN'T IMPROVE IF YOU AREN'T LISTENING

### The Failure to Communication and Collaborate.

**8 out of 10**

More than **8 of 10 executives**, employees and educators cite lack of collaboration or ineffective communication as the cause of workplace failures.

**4 out of 10**

Nearly **4 of 10 of employees** believe their organization is not collaborative enough.

**\$62.4 Million**

The annual cost of inadequate communication per company according to the Society of Human Resources Management

**\$26 Thousand Cost**

Total cumulative cost per worker per year due to productivity losses from communication barriers

**\$37 Billion Lost**

The collective cost of employee misunderstanding across 100 thousand US and UK organizations

### The Cost Extends Beyond Productivity

**ORGANIZATIONS FAIL TO LISTEN TO THEIR EMPLOYEES.**

More than **6 of 10 whistleblowers** that were *insiders*.

**8 of 10 reported** their concerns *internally* before going public.

**\$162 million**

The amount award to whistleblowers by the US Security and Exchange Commission

## THE SOLUTION: TO SOLVE THE PROBLEM, START BY LISTENING

### Really listen to your customers, employees and larger stakeholders.

“If your goal is to improve and grow your organization, become known as an authentic leader who understands that delivering strong business results first requires building strong professional relationships.”  
– Association for Talent Development

Every business wants to grow and succeed. But do all businesses possess or leverage the listening skills pivotal to that journey?  
“Listening provides you with access to a diversity of ideas and potential solutions you could not have generated on your own. Listening expands an organization to proactively address potential issues rather than simply react to them after they escalate.”  
– Association for Talent Development

## THE RESULT: HIGH PERFORMING ORGANIZATIONS ROOTED IN COLLABORATIVE, TWO-WAY COMMUNICATION

### Continuous listening is the key to success.

**CONTINUOUS LISTENING IS THE KEY TO SUCCESS**

**5x**

**5X more likely to be high performing.** Companies that promoted collaborative working were 5 times as likely to be high-performing

Employees working in organizations with high levels of engagement have an:

- o Increase in performance
- o Increase in attendance
- o Increase in tenure with the business

“No one person, including executives, has all the answers, especially in today's complex business environment.”  
– Association for Talent Development

To continue to progress and compete, organizations must make the case for continuous listening and leverage the invaluable insights of their people

### Why Continuous Listening Matters

Companies that collect feedback more than once a year are going to be the companies that see the biggest return on investment and C-Suite buy-in on their employee experience efforts in 2018. HR departments that have a continuous listening plan in place—simple or robust—will not only see:

**Less turnover**

**More motivation**

HR will be able to say to leadership with confidence,  
“This is what our employees want and need from us, and we have the data to prove it.”  
HR Daily Advisor

## WHERE TO START: MAKING THE CASE FOR CONTINUOUS LISTENING

**RISK REDUCTION**

**50% Sooner**  
Active listening will help you uncover issues on average 6 months sooner than an annual survey

**HIGHER PRODUCTIVITY & LOWER ABSENTEEISM**

**21% Increase**  
Highly engaged teams experience 21% higher productivity levels

**35% Reduction**  
Continuous listening can reduce absenteeism by 35%

**MEASURE ENGAGEMENT WHEN IT'S NEEDED**

**Flexibility**  
Continuous listening tracks employee sentiment and engagement before, during and after any event—big or small

1

2

3

4

5

6

**EMPLOYEE EXPERIENCE, ENGAGEMENT & RETENTION**

**2X Annual Salary**  
The total cost of losing an employee is 200% of their annual salary

**Only 22% Agree**  
A mere 22% report that their company is excellent at building a differentiated employee experience

**INSIGHT ACCURACY & REACTION SPEED**

**Real-time Insight + Actions**  
Continuous listening gives you access to real-time data instead of the static snapshot from the annual survey. Real-time insight generates proactive actions to prevent issues and leverage opportunities

**LIMITED ADMINISTRATIVE BURDEN**

**Simple Setup, Immediate Impact**  
Setting up a continuous listening program will often take a few hours versus the often-arduous process of setting up an annual survey

## GET STARTED WITH CONTINUOUS LISTENING TODAY

To retain the best talent in today's always-on world, you need to listen to your employees more than once a year. Establish a two-way dialogue and act on what you find. By complementing your annual engagement surveys with continuous listening, you'll get a 6-month head start, allowing you to act more quickly than ever before.

The sooner you start listening to your employees on a weekly basis, the sooner you'll start seeing the impact. Increased productivity, lower absenteeism and higher retention could be your 2018 results.

Ready to get started? Drop us an email at [info@questback.com](mailto:info@questback.com).

When it comes to your customer, employee or market insight, **Questback is the smart choice.**