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# THE WORKFORCE VOICE POWERED BY LINKEDIN: WHAT EMPLOYEES TELL US ABOUT CREATING A COMPANY THEY LOVE

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Mars Drinks has partnered with LinkedIn to obtain a truly unique perspective on Workplace Vitality from 1,015 LinkedIn users across regions, industries, functions, positions, and generations. The findings from our

## **Workforce Voice Powered by LinkedIn (<https://marsdrinks.com/workplace-vitality/workforce-voice/>)**

study demonstrate the importance of engagement, collaboration, well-being, and productivity – and how these are critical to attracting and retaining talent.

### **Creating Promoters**

First, employees who are ‘promoters’ for their company, meaning they would recommend their employer to others, see the four pillars of Workplace Vitality – engagement, collaboration, well-being, and productivity – as important and also see them performing well in their companies. But those who are ‘detractors’, who would not recommend their employer to others, perceive that the four pillars are not performing well. When companies deliver on a workplace that is vibrant, thriving, and alive with potential, their employees feel more positively about the company.

### **Retaining Talent**

The Workforce Voice Powered by LinkedIn findings are also striking with regard to talent retention. Those who are actively seeking other opportunities view the performance of their companies in the areas of engagement, collaboration, well-being, and productivity as very low. Those who are not actively seeking alternate opportunities, who are presumably content with their current employer, report that their company performs much better on these measures.

The implications are clear. When companies successfully deliver on engagement, collaboration, well-being, and productivity employees are much more likely to stick around. When they don’t, employees will take steps to actively seek other positions.

### **Making it Count**

So how should companies enhance engagement, collaboration, well-being, and productivity? Our findings point to the top 5 ways to do that for each pillar (check the detail in our white paper), and further, we know that among all the possible ways to improve these, four areas are more important than any others:

- People want jobs which are challenging.
- Employees want work which provides the opportunity for ongoing learning.

Listen to employees and get to know them over a cup of coffee. Use this knowledge to help ensure that they are matched to jobs and projects that stimulate them. Give people great learning opportunities in formal classroom settings or by exploring new issues over coffee chats or setting up mentoring

relationships over a monthly cup of tea. Whether formal or informal, the necessity for people to feel challenged and have the opportunity for growth and learning drives retention.

- Employees crave work that is important.
- People want to feel that their job makes a positive impact.

Communicate the vision and mission regularly – do this in town halls or via leader-to-leader coffee huddles. Connect people with the bigger picture by ensuring that they know how their work matters to customers and the community of which the company is a part.

Employees vote with their feet. When companies deliver on engagement, collaboration, well-being, and productivity people will stick around. When they don't employees will seek greener pastures. Provide opportunities for people to be challenged, to make an impact, and have great coffee, and you'll be significantly more likely to retain and engage your best and brightest talent.

Tags: **Workplace Vitality** › | **Workforce Voice** ›

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