



**Are your employees actively engaged? Spitfire Communications can help you develop a communications strategy encouraging participation that inspires and sustains employee engagement.**

When employees are engaged they feel valued, recognized and are motivated to bring their best self to work every day.

#### HOW TO EFFECTIVELY COMMUNICATE AND INCREASE ENGAGEMENT:

- Communicate clearly and consistently – make sure employees understand the company’s objectives and goals as well as how they can help achieve them.
- Speak openly and honestly with an authentic, approachable tone.
- Have some fun by including incentives. Spark a little competition, inspire employees to connect and encourage others to join in to build a sense of community.
- Use the media employees prefer. Consider taking a multimedia approach, incorporating videos, print pieces and social media posts.
- Make sure managers fully understand the company’s communication goals so they can better connect with employees on an individual basis.
- Remember to listen and foster a culture that demonstrates how their input can have an impact.
- Make it more fun by adding gamification.

#### DID YOU KNOW?

**Employee engagement** fell from 36% in 2020 to 34% in 2021 to **32% in 2022.**

*(Gallup, 2022)*

**52% of employees** say frequent communication helps them feel more connected, and **26%** say collaboration tools help.

*(RingCentral, Inc., 2022)*

Employees are **4.6x more likely to feel empowered to perform** their best if they are given assurances that their opinion counts.

*(Smarp, 2020)*

Workplace cultures that foster connection lead to **58% of employees having better physical well-being** and **55% of employees having better emotional well-being.**

*(RingCentral, Inc, 2022)*

Engaged employees make a difference... **46% are more likely to report that they intend to continue working in their organizations.**

*(Effectory, 2021)*



## IMPROVE EMPLOYEE ENGAGEMENT BY:

- Creating a positive company culture
- Leading by example
- Encouraging collaboration
- Using the right technology
- Collecting employee feedback
- Motivating employees
- Recognizing and rewarding employees

## HOW CAN SPITFIRE HELP?

We will help you create and implement a strategy, pinpointing topics, times and channels that will meet employees where they are – one that includes multimedia and interactive experiences – which will allow them to actively participate, and provides the ability to gather and analyze feedback, including:

- Personalized, targeted communications – “What’s in it for me?”
- Print media
- Digital media (email, websites, landing pages, apps)
- Surveys
- Quizzes
- Gamification
- Focus groups
- Testimonials
- And more!



If you'd like to learn more, please contact:

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