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New Software Tackles Employee Engagement Issue

Wed, Feb 18, 2009

A recent Gallup study showed that 71 percent of the workforce in the US is not engaged at work, while a study by FranklinCovey found that less than half of US employees' time is spent working on their organization's most important goals.

So the people behind Brand Integrity, a practice that specializes in employee performance, decided to create a product that could ameliorate this threat to productivity.

They came up with the Potential Point Employee Engagement Solution, a combination of web-based software and services that attempt to transform employee recognition into a pervasive leadership tool by aligning company goals with employee behaviors and encouraging individuals to share, recognize, and repeat best practices.

The product was packaged and delivered to 20 companies on a trial basis. One of these companies, Retirement Living Television, is claiming that their employees now have 100 percent awareness of the company's mission and strategies and are capturing success stories to illustrate their newfound initiatives. Employees say that their work environment has improved as a result.

"Companies have traditionally used the concept of recognition as a process for sporadically thanking and rewarding employees for work done well instead of a framework for ongoing education, alignment, analysis and measurement," said Gregg Lederman, founder and managing partner, Brand Integrity. "The Employee Engagement Solution provides businesses of all sizes with a cost-effective, easy-to-use tool that can be used to uncover proven ways to drive more consistent, on-target results, while providing employees with the appreciation critical to engagement and job satisfaction."

The solution will be sold beginning in March 2009 at four different tiers: starter, standard, professional, and enterprise.