DRIVING ORGANIZATIONAL SUCCESS THROUGH AN ENGAGED COMPANY CULTURE

People are a company's most important asset, yet traditional evaluation and engagement strategies largely ignore the needs of the employee. Annualized processes such as service awards, performance reviews and company-wide surveys are universally disliked, outdated and ineffective.

As an increasing number of companies start re-thinking their engagement strategies, they're turning to technology solutions like HighGround. Unlike the traditional HR software of the early 2000s, our cloud platform was designed with the employee at the forefront so companies are better equipped to build highly engaged cultures through real-time recognition and continuous feedback. A more inspired workforce leads to increased employee retention, enhanced productivity, increased customer satisfaction — all key drivers for improving bottom-line results.

Taking Sustainable Employee Engagement Above and Beyond

HighGround's solution enables real-time recognition, modernizes performance management, captures the voice of the employee and provides analytics into your workforce. Here's how:

Corporate culture amplified with real-time recognition and rewards

- Encourage real-time peer-to-peer and top-down recognition to showcase individual and team accomplishments.

- Drive alignment behind desired outcomes, cultural or values-based behaviors and key performance indicators.

- Identify top performers and create a strategy to further develop their talents.

- Measure your recognition interaction data with benchmarking and pulse survey results to identify how recognition impacts your engagement scores.

Reinvent performance management with real-time coaching and feedback

- Create a culture of continuous feedback through more instantaneous and on-the-spot coaching. Give employees, managers and HR a real-time record of performance throughout the year.

- Move away from a forced rating scale, annual conversations and a cumbersome process which takes away from real conversations.

- Set and track quarterly individual and team goals with objectives and key results (OKRs) that are aligned with company goals. Make those goals transparent across the organization.

- Set frequent check-ins between the manager and the employee and quickly document key takeaways from those conversations.

Capture the voice of the employee heard through pulse surveys and "people" data

- Monitor the overall mood of your organization as it trends over time.

- Find inefficiencies, roadblocks and blind spots before they affect other parts of your business.

- Make the results transparent to the organization to enable accountability and create an open dialogue for positive change.

- Guarantee anonymity to give your employees the security they need to make their voice heard, giving you access to totally candid, genuine feedback.

Obtain insights into organizational health

- Have a conversation or tell a strategic story with your data through predictive analytics.

- Take advantage of interactive, real-time dashboards.

- Extract data from HighGround and aggregate it with other data sources or manipulate it using other business intelligence tools.

Realizing the Value

With an employee base actively using the intuitive HighGround solution, organizations can expect the following results:

- Cost savings through improved employee retention, productivity and reduced recruitment costs

- Efficiency gains through reduced time spent on bulky annual processes

- Organizational health and action-oriented insights through analytics

- Goals and objectives that empower employees to take more initiative and be more accountable

- Ability to proactively address systemic or isolated pain points in the business

- Improved company brand image

And because it's entirely mobile, HighGround is just as accessible as every other consumer application your workforce uses on a daily basis. Managers and employees can regularly give recognition, provide or receive coaching and answer a survey all from their smartphone or tablet.

The application also easily integrates with other business systems already in place so users do not need to change behaviors.

HighGround helps goals and objectives that **empower employees** to take more initiative and be more accountable.

To learn more about how HighGround can help change the way you engage with your employees, please visit **www.highground.com**