



## Employee Commitment drives Business Performance.

Employee commitment yields high productivity, loyalty, and long-term allegiance which drive business performance. Leaders know this intuitively and it has been demonstrated empirically. A study of 50 global companies showed that companies with high employee engagement had 52% higher growth in operating income and 18% higher growth in net income over 12 months when compared to companies with lower employee commitment.<sup>1</sup> Other research has shown that companies with high morale performed about 20% better than their industry comparison group.<sup>2</sup>

Business leaders need a simple and rapidly deployable tool that measures employee commitment. And, since leadership drives employee attitudes, measuring commitment gauges leaders' capability and effectiveness.

Conequity Resources, LLC has developed the **Enterprise Commitment Index (ECI)** as the tool of choice for leaders and managers to assess organizational vital signs. Built upon the work of Marcus Buckingham, Jim Collins, and David Maister, as well as the research and experience of Conequity Resources, the **ECI** provides timely feedback on employee attitudes.

The **ECI** is a cost-effective tool for both high-performance organizations and those facing stressors such as rapid growth, contraction, leadership changes, financial pressures, or other issues which lead to under-performance. The **ECI** shows where management is leading effectively and where to focus efforts to improve business results, thus providing a platform on which great organizations can build their future

The **ECI** is comprehensive, yet simple. A short survey is administered on-line, requiring only a few minutes for each employee to provide their input. The process guards the confidentiality of individuals and provides rapid feedback with clear results which lead to effective action plans. In-depth analyses yield internal comparisons within the target organization and external comparisons

benchmarked against other organizations. The **ECI** establishes an objective baseline of performance and is a vehicle for measuring progress in the development of an engaged organization and effective leadership.

Conequity Resources will lead you step-by-step through survey Definition, Preparation, Collection, Analysis, Reporting, and Deployment; tailoring the **ECI** to fit the unique needs of your organization.

The small investment of time and resources required to implement this powerful tool in your organization is easily justified by the employee commitment roadmap it provides to C-level leaders and front-line managers alike.

**"...an employee's total commitment... ultimately affects the bottomline."<sup>3</sup>**

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<sup>1</sup> *Closing the Engagement Gap*, Towers Perrin, 2008

<sup>2</sup> *The Enthusiastic Employee*, Wharton School of Business, Wharton School Publishing, 2005

<sup>3</sup> *Employee commitment and corporate excellence*, Dinesh K Vohra