

# The New Performance Equation in the Age of AI

New research shows that employee engagement matters to the bottom line—especially amid economic uncertainty.

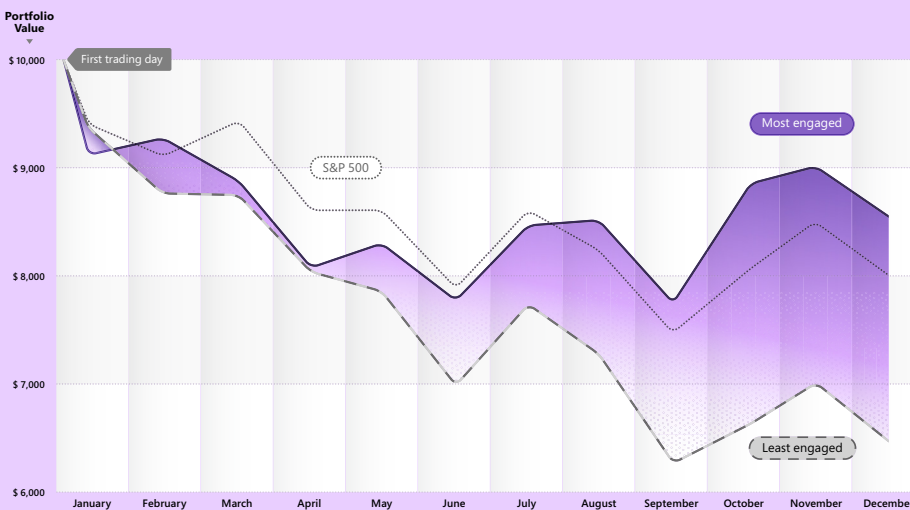
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$$\text{Productivity} \times \text{Engagement} = \text{Performance}$$

## 1. Employee engagement matters to the bottom line

Organizations that doubled down on employee engagement in times of economic uncertainty performed twice as well financially as organizations that deprioritized it—with the most engaged outperforming the S&P 500 at the end of the year. On average, each additional point of engagement reported by employees correlated with a +\$46,511 difference in market cap per employee.



**2022 financial portfolio returns comparison of the top 10% highest and lowest engagement scoring companies and the S&P 500. Publicly available financial data and Viva Glint's eSat survey were used to obtain monthly values for the 2022 calendar year.**

Source: Public 2022 stock price data, Viva Glint eSat survey

Engagement levels determined by employee survey responses from over three million employees, collected from January 1, 2022 to December 31, 2022, which were analyzed for employee sentiment.

## 2. Clear communication unlocks employee engagement

Employees at highly engaged organizations are 46% more likely to see their organizations as strong communicators and 37% more likely to express confidence in leadership.

## 3. To sustain engagement, build a feedback flywheel

Employees at highly engaged organizations are 40% more likely to have confidence that their feedback will lead to action, and they're 56% more likely to say their organizations continually improve processes.