



PeakEmployee Champions Guide

Getting from “No to Go!” and Building a High Performance, Low Turnover Culture

Business Benefits of Monitoring Culture and Engagement

Today’s top performing companies increasingly understand that employee engagement and culture dramatically affects the performance of the business. Research shows remarkable results among companies that have committed to improving and monitoring engagement and culture -- including improved profitability, lower cost to hire, higher retention rates, less shrinkage, increased innovation, faster GTM (Go To Market), and increased customer satisfaction.

Increase Retention

Voluntary Turnover costs the average company 30-50% of the annual salary of an entry-level employees, 150% of a mid-level employees, and up to 400% for specialized, senior employees. What kind of ROI could witness with a 20% to 50%+ reduction in voluntary turnover?

Outperform the Market

Companies that put a focus on culture and retention enjoy significant multiples as related to the industry benchmarks in their industries.



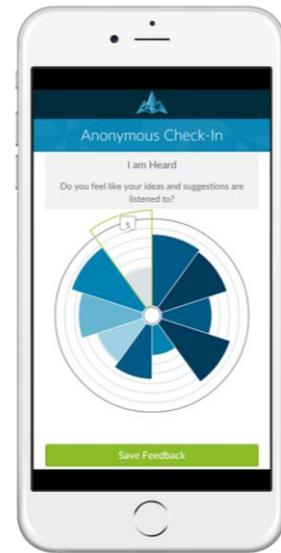
Top 10 Tips for Getting From “No to Go!”

1. **Position Yourself as a Champion of Creating a High Performance Culture** that values employee retention and the shifting nature of employee satisfaction and performance
2. **Build Cross Functional Support between HR and The Leader** (This could be the CEO or possibly the VP of your Division). Why will they love it? HR loves our ongoing culture data and Talent Analytics because it gives them a place at the table with the Sr. Execs with real-time info on the workforce at a high level or all the way down to individual manager level



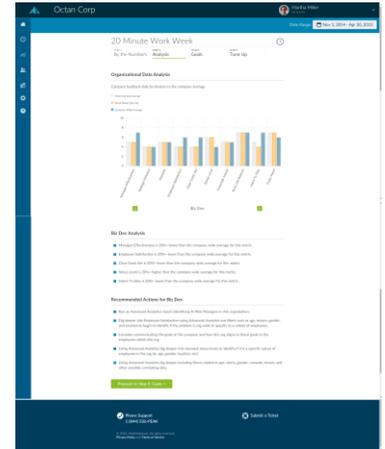
Senior Execs love seeing the benefits that a High Performance Culture can create (increased profits, lower turnover, etc) and that HR is being proactive in addressing potential workforce issues

3. **Identify who owns the employee survey in your company** as they will be a key player in getting from No to Go! Help this person to understand that the PeakEmployee pulse survey is designed to be lightweight (less than 60 seconds to take) and recurring to keep a pulse on the workforce. The interval is customizable for your company. You can run as few or as many pulse surveys as you like (ie. Monthly Company Wide Pulse and quarterly Sales Engagement Pulse).
4. **Survey Fatigue is something we have addressed to the nth degree.** We have a patent pending survey interface that takes employees less than 60 seconds and is simple to use on a PC, mobile, or tablet.
5. **Employees love rewards and you have them covered with PeakEmployee.** PeakEmployee offers an easy to use configurable points based employee rewards program where employees get a configurable number of points for each pulse survey they take. You can then run a drawing on a customizable schedule to award a prize of your choice. Amazon and Starbucks gift cards once a quarter are popular!
6. **We will support your organization with a communication plan.** This will help you communicate out to your employees what PeakEmployee is, what they can expect, and also help you communicate out the goals and rewards.
7. **Will I (as a leader) perform poorly?** This objection is not often voiced but can be a factor. There are so many metrics that leaders must already monitor – it makes sense to be wary of adopting a new solution to measure change and impact. We recommend that you convey strongly that the correct of use of the results is to improve company culture – this should be the clearly stated goal.





8. **The reports are meant to inform and improve -- not punish.** It's critical for HR and The Leader to understand that PeakEmployee is intended to measure, monitor, and inform decisions to improve – not to punish. The idea is to create a High Performing culture rather than a punitive one.
9. **Use PeakEmployee resources to help you close the deal.** We are happy to get on a call (or a plane) to help align the interests of your stakeholders in understanding the benefits of employing PeakEmployee to build a High Performance Culture that fosters superior performance and increased retention.
10. **You Don't Have to a Senior Leader to Use PeakEmployee.** It's entirely possible to use PeakEmployee for only a team or department. It's actually free for under 10 employees so you can sign-up for free and try the interface. It is true that the organizational insights are lessened when used with a smaller team but you can still try before you buy and recommend the system to others with confidence.



For more information please visit our website at www.peakemployee.com or call us at 844-336-PEAK.