

# The New Performance Equation in the Age of AI

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

Illustrations by **Davide Bonazzi**; Data visualizations by **Valerio Pellegrini**



## Productivity x Engagement = 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.



A comparison of 2022 financial portfolio returns of the top 10% highest engagement scoring companies against the bottom 10% lowest engagement scoring companies shows that highly engaged companies outperformed the least engaged companies.

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.