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

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.

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.

Productivity x Engagement = Performance

1. Employee engagement matters to the bottom line.

2. Clear communication unlocks employee engagement.

3. To sustain engagement, build a feedback flywheel.