



2009 Forecast Issue: Employee Engagement, Entrepreneurial Optimism and Customer Forecasts

2009 Spending on Employee Engagement to Rise

A recent study in the UK by consulting firm Engage Group found that most companies surveyed plan on increasing spending on employee engagement in 2009. The study revealed that the number of companies who plan on spending more in 2009 on employee engagement outnumbered those who plan on cutting back by 3 to 1. The companies who are investing in engagement now will likely see a big return on investment when business and economic conditions improve.

The results of the survey, based on 23,000 employees, point to strong support for the importance of engagement and a belief that higher levels of engagement are associated with better business performance.

One interesting finding is the distinction between engagement as a program and engagement as a culture. To really have an impact, it is important emphasize the latter as a program has a beginning, middle, and end while a culture is more enduring and longer-lasting.

To read more about the study, click on the link below.

If you are interested creating or fostering an engagement culture, a key component is an engagement survey. To read a case study about our engagement work, click on the link below:

- [Spending On Engagement on the Rise in 2009](#)
- [Engagement Case Study](#)

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