

3 CRITICAL REASONS TO MEASURE

COMMITMENT

NOT "ENGAGEMENT"



COMMITMENT



ENGAGEMENT

1. PREDICTING PERFORMANCE

Those high in Organizational Commitment will "work harder and more consistently with organizational expectations...high levels of organizational commitment should result in higher levels of performance."

~ JOURNAL OF BUSINESS RESEARCH

Employee Engagement is often touted as the key predictor of performance yet in "42% of organizations, low performers are actually MORE ENGAGED than high and middle performers."

~ WALL STREET JOURNAL

2. DECREASING VOLUNTARY TURNOVER

Employees who have high Organizational Commitment "do not actively search for alternative employment and are not responsive to offers."

~ WHARTON KNOWLEDGE JOURNAL

"The word 'engagement' often limits our thinking. It assumes that our job is to reach out and 'engage' people, rather than to build an organization that is exciting, fulfilling, meaningful, and fun."

~ JOSH BERSIN | FORBES/DELOITTE

3. IMPROVING CULTURE AND INCLUSIVITY

Companies with high levels of Organizational Commitment have employees who "feel very included in their organizations [and] are nearly three times more likely than their peers to feel excited by and committed to their organizations."

~ MCKINSEY & COMPANY

"Employee Engagement can, at times, be positioned without regard for privilege or without regard for individuals' sense of meaning in work or, in some cases, without regard for both."

~ HR DEVELOPMENT JOURNAL