

THE
P2P
EFFECT
ELECT
b5b

Harness the Power of Peer-to-Peer Engagement for Real ROI

When employees collaborate, business booms



A study of 3,600 business units across industries showed

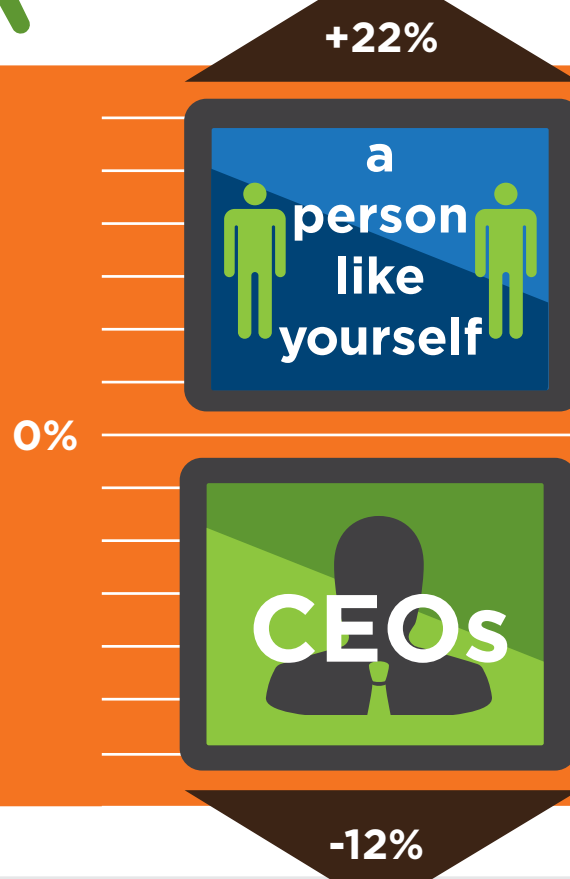
the more employees share knowledge, the more four key business metrics improve:



In a business of 50 employees, there are **21 individuals** who could substantially influence an employee's engagement in a sustainable way.

According to Edelman's Trustbarometer study, from 2011 to 2012 there was

a dramatic shift in credibility, from CEOs to "a person like yourself"



According to a Globoforce study

1% payroll investment in peer-to-peer engagement yields multiple benefits

79%

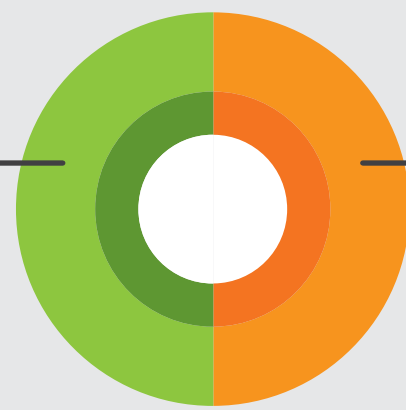
more likely to see better financial results

44%

of organizations plan to increase their engagement budgets in 2014...but

Engagement

Getting stakeholders engaged is only half the battle.



Action

Aligning behaviors with business outcomes is the key to ROI

70%

of business leaders believe that engagement is critical to achieving their objectives

BUT ONLY 20% believe their current strategies have bottom line impact



Why?

Because they don't know about **The P2P Effect**



How does your organization stack up?

FREE P2P ROI Scorecard

GRO PARTNERS

Bridging Strategy and Execution

www.gropartnersconsulting.com/peer-2-peer-engagement