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**FOR IMMEDIATE RELEASE:**

**Performance Connections International Announces New Research Focusing on the Impact of Employee Engagement in the New Economy**

**Bedford, NY- November 11, 2009** - Performance Connections International Incorporated announces new research focusing on Employee Engagement, Revenue and the New Economy as kickoff for their new website and the Performance Connections Thought Leadership Resource Library.

There is little else more pressing in business than the financial health of a commercial enterprise. The two primary gauges of today's business performance are sales and earnings. Especially in these ever-changing times, organizations must quickly adapt to pressures on profit and anticipate the worst in the years ahead.

"In case that's not enough to focus on, add that today's workforce is worried and even feeling betrayed by the institutions and leaders that were formerly trusted to protect their livelihoods, said Herb Cohen, Chairman of Performance Connections International. With confidence in authority at an all time low, business leaders are also feeling the burden of these unprecedented times in the new economy."

Most business leaders acknowledge that their workforce plays the major role in maintaining revenue streams and healthy profitability in this new economy. Consequently, the emphasis on employee engagement, not as human resource issues, but rather business issues, has risen to the top of the priority list for many executives.

Performance Connections, a leading consulting and training firm in the field of employee and customer engagement, undertook a study to further understand the challenge of engagement in today's environment and its impact on revenue. Much of the existing engagement research was completed prior to 2008, disconnected from the realities that were to follow. Performance Connections' current research focuses on issues connecting engagement to the future state of business, an important and valuable guide for today's business leaders. This research report includes details to help understand:

- How executives view and influence employee engagement
- The degree to which employees are engaged and aligned with their company's business strategy
- How the economy is impacting employee engagement
- What factors erode employee engagement
- How employee engagement is impacting revenue
- Why *aimless engagement* doesn't work and what defines *aligned engagement*
- Engagement Prescriptions – best practices from study participants and Performance Connections

“Survival and the “new normal” have necessitated a short term focus; such as, reducing staff and costs, and pushing employees like never before to squeeze productivity, said Bruce Fern, President of Performance Connections International. Ironically, these attempts to strengthen the business have the exact opposite effect if performed without a conscious awareness of the impact on engagement.”

The best leaders are balancing short and long term needs and defining and creating purpose and hope in an envisioned future as well as the moment. Leaders and businesses that can mobilize an engaged workforce around their strategy - a workforce that is change-ready and emotionally invested in company success - have the competitive upper hand to optimize revenue and seize marketplace opportunities. This research will provide insight into the Employee Engagement, Revenue and the New Economy and help shed some light on the industry and what is ahead.

To read the full report log in: <http://www.performanceconnections.com/form.html>

### **About Performance Connections International**

For over 15 years, Performance Connections has been known for measurable business results and delivering on a promise. The company offers the most effective and complete suite of employee engagement and customer engagement solutions that clearly impact the bottom line. Performance Connection pride themselves on bringing a unique set of competencies to the people and organizational challenges clients face. Performance Connections facilitate great hr development programs that work. Clients are given tools and a systemic approach to follow through and implementation. This approach ensures that the behaviors and strategies employees acquire are transferred to the job and sustained. The combined expertise in human resources development and employee retention assures results companies can expect.

For more information on Performance Connections International contact us:

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