SOCIAL ENGAGEMENT AT WORKPLACE

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Infograph by Efectio team
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> Social engagement can be part of the company's culture, which creates a pleasant working environment for employees and, at the same time, promotes the company's efficiency and productivity.
> **How are these things interconnected and how to promote social participation?**

Up to
80%
of businesses use social collaboration tools for enhancing business processes.
Source: Mckinsey

Why is socialization at work important?

- Increased **efficiency**
- **Honesty**
- Better **well-being** levels
- **Networking**

80%
of professionals believe that career success can be elevated **through professional networking.**

About
75%
of employers rate teamwork and collaboration as **"very important"**, yet only
18%
of employees get communication evaluations at their **performance reviews.**

54%
of employees say a strong sense of community (great coworkers, celebrating milestones, a common mission) kept **them at a company longer** than was in their best interest.

What social activities improve engagement?

- **Individual conversations** with the manager
- **Feedback** and recommendations
- **Sharing** success and failures
- **Encouraging** each other

One in three
people don't trust their employer. Trust decreases from top positions to the lowest.
For instance, **64% of executives** trust their organizations, while only **51% of managers and 48% of other staff** stated they trust their organizations.

Companies and organizations that communicate effectively are
4.5x
more likely to **retain the best employees.**

A manager alone can account for up to
70%
of a team's engagement.

What type of conversations play a role in social engagement?

Open conversations
During such talks we hatch our best ideas, gain insights, and broaden our viewpoints.

Potential conversations
Leaders form such negotiations in order to discover and evaluate the potential of employees.

Exciting and energetic conversations
Energy is limited, so it should be directly shared with others by developing new ideas and inspiration.

Purposeful conversations
To achieve individual and company goals, it is important to assign value and purpose to each conversation.

Interesting courses developing social skills

Body language
☑ Body language is an essential skill for entrepreneurs, which helps convey clear and understandable message.

Self-confidence
☑ Self-confidence will enable one to be aware of one's strengths and weaknesses, and to achieve goals.

Public speaking
☑ Presentations can be improved in a month by building confidence and public speaking skills.

Critical and logical thinking
☑ In order to be able to perform your work tasks productively and qualitatively, one must be able to evaluate different situations and look at it critically.

Cross-cultural management
☑ Learning intercultural management helps to deal with diverse communication situations with others who follow the norms and standards of other cultures.

What to consider when promoting successful teamwork and collaboration?

- It has been proven that the ideal team size is between **5** and **9**
- Versatile team with enough **diversity**;
- Smaller work teams **outperform** individual geniuses;
- **Strong** social and interpersonal skills;
- **Openness** to cooperate and communicate;
- **Commitment** to providing the best.

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