



If employee engagement was like a game chess, then you would only have 2 sides – an engaged side and a disengaged side.

But BPA's analysis of the engagement of 500,000+ employees over the past 10 years shows that there is a 3<sup>rd</sup> very substantial group of employees in the middle.

It breaks down like this:

1. **50%** of employees report a culture that creates **Engagement**.
2. **13%** of employees report a culture that creates **Disengagement**.

But ...

3. **37%** of employees report a culture that doesn't really do either of these.

This 37% are the **Swinging Voters** – yes, the same ones that politicians know will win or lose an election for them.

Effective engagement strategies don't need to target the 13% on the disengaged side, they only need to target the 37% who are not yet convinced one way or the other.

When engagement strategies work on this 37% group, we also see sizeable change amongst the 13% on the disengaged side turning them into Swinging Voters.