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New Aberdeen Group Research Finds Powerful Connection Between Training, Employee Engagement, Employee Performance and Organizational Success

Research Identifies Best Practices for Employee Retention, Leadership, Customer Satisfaction and Profitable Growth

NASHUA, N.H.--(BUSINESS WIRE)-- SkillSoft, a leading SaaS provider of e-learning and performance support solutions for global enterprises, government, education and small-to-medium-sized businesses, today announced the release of a new industry report by Aberdeen Group, a leading research analyst firm, focusing on employee engagement and performance. The report was sponsored in part by SkillSoft.

The report, "The Engagement/Performance Equation,"authored by Mollie Lombardi, Research Director, Human Capital Management, at Aberdeen Group describes the powerful connection between employee engagement and employee performance, and how the connection results in organizational success. Having an ongoing employee training program, such as those supported by SkillSoft's content, is a critical element to employee engagement. In the report, Aberdeen finds that top performing organizations that provide leaders with the skills, tools and training to build engagement and foster performance are not only improving their ability to hire top candidates and building a stronger leadership bench, but are also returning three and a half times greater year-over-year improvement in both customer retention and revenue.

The report illustrates how companies using the right tools, policies, and processes to engage and align workers with organizational priorities, can optimize performance at an individual and organizational level. It also examines the role leaders play, and the skills they need, to power heightened levels of employee engagement and performance.

"Development for leaders and managers is a key component of employee engagement and employee performance," said Lombardi. "Companies that want optimal performance need to consider how they are supporting these critical employees with the tools and training required for setting and managing the right goals that will deliver results."

The study analyzed 438 organizations in May and June 2011, examining strategies, tools and processes designed to improve engagement and performance, leading to recommendations on how organizations can use them to improve employee retention, leadership bench strength, customer satisfaction and profitable growth. Key findings include:

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--  43% Best-in-Class companies have a formal engagement strategy, while
    just 14 percent of Laggards do;
--  Best-in-Class companies are 81 percent more likely to provide managers
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        with training and tools on strategies for engaging employees and 24
        percent more likely to train managers and supervisors to deliver
        effective performance reviews than all others;
    --  Key management skills that are taught to drive high levels of engagement
        and alignment include leadership, communication, critical thinking and
        people development skills such as giving and receiving feedback;
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"The Aberdeen report highlights the importance of training all managers and the critical role that plays in keeping employees engaged in their careers," said John Ambrose, senior vice president, strategy, corporate development and emerging business, SkillSoft. "Skilled managers are critical links in making employees feel more engaged, which can lead to better performance and greater commitment to the job and the organization."

To obtain a complimentary copy of this report, please visit http://www.aberdeen.com/link/sponsor.asp?spid=30410182&cid=7016&camp=2.

About SkillSoft

SkillSoft is a leading SaaS provider of on-demand e-learning and performance support solutions for global enterprises, government, education and small to medium-sized businesses. SkillSoft enables business organizations to maximize business performance through a combination of comprehensive e- learning content, online information resources, flexible learning technologies and support services. SkillSoft is on the web at http://www.skillsoft.com.

Content offerings include business, IT, desktop, compliance and consumer/SMB courseware collections, as well as complementary content assets such as Leadership Development Channel video products, KnowledgeCenter(TM) portals, virtual instructor-led training services and online mentoring services. SkillSoft's Books24x7(R) product offering includes access to more than 29,000 digitized IT and business books, as well as book summaries and executive reports. Technology offerings include the SkillPort(R) learning management system, Search-and-Learn(R), SkillSoft(R) Dialogue(TM), inGenius(R) and virtual classroom.

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    Source: SkillSoft
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