

# The Value of Human Connection in Employee Experience

The quality of every employee's experience begins and ends with their human connections. According to research from Blueboard, nearly 6 in 10 employees would consider leaving their current job if they didn't feel connected at work — yet only 38% say that their organization is effective at helping them build authentic relationships with co-workers and managers. With the talent crunch and the advent of “quiet quitting” in the post-2020 world, employee experience (EX) has become a mission-critical practice area. Human connection is a critical way to help your employees feel supported, emotionally committed, and motivated.

## Human Support Is The Key to Alignment and Affinity

Employee experience is fundamental to organizational success. According to IBM research, companies with a strong EX report a nearly 3x return on assets, 2x return on sales, 4x average profit, 2x the average revenue, 2x innovation, +23% work performance, and less than half of the turnover intention of other companies.<sup>1</sup>

Building authentic relationships and collaboration is personal to employees — and influential on their well-being, according to scholars. Human connections are the gateway to both personal friendship and culture-sharing — and they support employee development and advancement. According to EY data, 39% of respondents feel their greatest sense of belonging when work colleagues check in with them personally and professionally.<sup>2</sup> “By reaching out and acknowledging their employees on a personal level,” says EY, “companies and leaders can significantly enhance the employee experience by making their people feel valued and connected.”



Organizations with more connection were 2.3x more likely to have engaged employees.

*Heather Gilmartin Adams, “Rethinking Connection for a Hybrid Work World,” 2022*



### Human Connections Positively Impact:

- ✓ Internal Comms Effectiveness
- ✓ Culture & Change Management
- ✓ Feelings of Belonging
- ✓ DEI Strategy Success
- ✓ Employee Well-Being & Mental Health
- ✓ Employee Satisfaction
- ✓ Employee Trust in Leadership
- ✓ Accessibility & Fairness
- ✓ Best Place to Work Ranking and eNPS

## Here are some of the ways a flow of human connections helps to build a better employee experience:

### Helps people align with your mission, vision, and values

Human connections help employees to better connect with your mission and organizational goals. Through relationships with others, they can see what it means to practice your values. They can also give and receive appreciation and get a flow of information and validation that helps them align personal and organizational purpose and see the value of their contribution to your shared success.

### Creates a best place to work and boosts eNPS

Enabling more human connections establishes a culture of instrumental, informational, and emotional support that is a hallmark of a best place to work, and increases employee satisfaction and engagement. **Research shows that “psychologically healthy” organizations that focus on belonging gain key financial benefits such as increased job satisfaction, productivity, and commitment to work.** And according to Jacob Morgan, companies with a strong EX are included 11.5x more often in Glassdoor’s Best Places to Work and 4.4x more often in LinkedIn’s list of North America’s Most In-Demand Employers.<sup>3</sup>

### Increases employee engagement and commitment

There is a direct relationship between a company’s quality of human connections and how engaged and committed its workforce is. A Glint study has shown that employees with a strong sense of belonging are over 6x more likely to be engaged than those who don’t.<sup>4</sup> Likewise, the CIPD’s Good Work Index survey found that “the quality of relationships and managerial support is consistently related to various aspects of engagement, including job satisfaction, enthusiasm, effort and intention to quit.”<sup>5</sup>

### Shares information and boosts engagement with your comms channels

Many Internal Comms and HR teams struggle with breaking through the noise and getting important information to people when they need it. Scholars have identified peer relationships as a key subtype of human connections whose primary function is to share information about work and make sense of

events and the organization. Human connections provide employees with people-driven channels of information that better support learning, skill building, task completion, and organizational embeddedness. A study by researchers at MIT’s Human Dynamics Laboratory found such patterns of human communication to be the most important predictor of a team’s success.<sup>6</sup>

### Encourages embeddedness and reduces voluntary attrition

According to the U.S. Bureau of Labor Statistics, over 47 million Americans voluntarily quit their jobs in 2021. Over a million Australian workers found new jobs in the winter of 21-22, according to the Treasury, adding to record numbers of quits around the world. That doesn’t even account for the employees who are “quiet quitting” and simply failing to engage. **Studies show that human connections play a key role in organizational commitment and work engagement — both of which are critical to turnover intentions.** Employees with a strong sense of belonging have a 50% reduction in turnover risk — and a 56% increase in performance<sup>7</sup> — but employees’ ability to make and keep friends leads to stronger job satisfaction and weaker intentions to exit the organization.

### Creates a culture of well-being and connectedness

Scholars have demonstrated that belonging and human connection are predictors of mental well-being, and when we don’t feel we belong, it can cause depression. A significant advantage of workplace friendships in this regard is the social support they provide for productivity and mental well-being. Researchers have found that human physical and psychological well-being depends heavily on interpersonal relationships and that employees who feel a strong sense of belonging take 75% fewer sick days.

### Increases trust in leadership and organizational affinity

Trust, support, and belonging are mutually reinforcing ideas that are all powered by the strength of human connection. Belonging leads to trust, and trust leads to belonging. Gallup has found that when employees feel connected and engaged, they are more likely to believe that their co-workers will help them during times of stress and challenge. And according to Gartner, “Workplace support, understanding, and trust all reduce the likelihood of an individual feeling like an outsider.”



## Enboarder Sparks Human Connection That Elevates Employee Experience

Enboarder gives you the communications infrastructure you need to create and cultivate better human-centric journeys in your organization. Enboarder consolidates communications from people across your organization into one consistent channel — building trust and reducing frustration and information overload. Lucid workflows and templates let you engage and align employees along every step of their employee experience — from onboarding to learning and development, performance management, career growth, organizational change, and every moment and milestone along the way.

Our People Connector also helps employees find and connect with humans across the organization. EX thrives when employees are able to build authentic relationships and collaborate — sparking human connection and enabling both friendship and culture-sharing.

Enboarder helps you cut through the noise of communications and aligns employees with your organization's mission and values. Your Internal Comms and HR teams can elevate the things that matter most in your organization with meaningful nudges, prompts, and reminders that connect people, drive behavior, and ensure a more consistent EX.

**Contact us for a guided tour of the Enboarder platform, and see what better human connection can do for your organization.**

**Contact Us Now**

<sup>1</sup> <https://www.ibm.com/downloads/cas/XEY1K260>

<sup>2</sup> [https://www.ey.com/en\\_us/diversity-inclusiveness/ey-belonging-barometer-workplace-study](https://www.ey.com/en_us/diversity-inclusiveness/ey-belonging-barometer-workplace-study)

<sup>3</sup> <https://hbr.org/2017/03/why-the-millions-we-spend-on-employee-engagement-buy-us-so-little>

<sup>4</sup> <https://www.glintinc.com/blog/why-belonging-is-important-at-work-employee-engagement-and-diversity/>

<sup>5</sup> <https://www.cipd.co.uk/knowledge/fundamentals/relation/engagement/factsheet>

<sup>6</sup> <https://hbr.org/2012/04/the-new-science-of-building-great-teams>

<sup>7</sup> <https://hbr.org/2019/12/the-value-of-belonging-at-work>