

GLOBOFORCE SURVEY RESULTS: ENGAGE EMPLOYEES AND LEAVE THE COMPETITION BEHIND

Human Resource Professionals and Business Leaders from World-Class Fortune 500 Companies
Surveyed for International Roundtable

*Data Shows Employee Engagement and Strategic Recognition Initiatives
Unleash "People Potential" and Boost the Financial Bottom-Line*

Southborough, MA and Dublin, Ireland – October 1, 2007 – Survey results from a recent International Roundtable on the topic of employee engagement - featuring industry experts and co-participants **Andy Parsley** and **David Zinger** and attended by 70 HR professionals and business leaders from Fortune 500 companies — reveal that organizations with formal employee engagement programs will distance themselves from the competition, particularly in the areas of recruiting, retention and bottom-line financial results.

As part of the International Roundtable, which was hosted by Globoforce, a leading on-demand provider of global, strategic recognition solutions for Global 2000 companies, the 70 HR professionals and business leaders in attendance were polled and asked for their opinions on a variety of issues relating to employee engagement and employee recognition programs. During the discussion, **81 percent** of the participants said they believe that recognition programs are integral to recruiting top talent. Additionally, participants agree these programs can act as a strong competitive differentiator when attracting candidates.

In addition to the "people potential" benefit, a resounding **84 percent** of the participants agree that a well-executed employee engagement program will improve a company's financial bottom-line.

"We've seen data over the past few years which shows that an engaged workforce has a direct positive impact on the bottom-line. The latest feedback from these business professionals is further evidence that if you don't have a formal engagement program, you're not 'with the program,'" said Parsley, the director of Green Lion Insights and Solutions, an employee engagement consultancy.

Because of the clear and tangible benefits an employee engagement program can bring to global organizations, **59 percent** of the participants said that employee engagement is increasingly a hot topic of discussion within the C-suite, gaining that all-important executive "mind share" within their companies.

"Although employee engagement programs have become an executive-level issue the past few years, it's clear more work needs to be done communicating the benefits according to the results," Parsley added.

The survey results also expose several risks in not adopting formal engagement programs, which can lead to disengaged employees. For example, **62 percent** confirm that fallout from disengaged employees leads to poor quality of work and decreased productivity. Further, **22 percent** claim disengagement puts companies at risk to losing talent to a competitor.

"Unfortunately, for those **41 percent** who don't believe employee engagement programs are an executive-level issue just yet, they'll find out the hard way — perhaps before it's too late — losing valuable talent and/or business to a competitor," commented Zinger, a leading expert on both employee engagement and strength-based leadership.

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Despite the fact that **41 percent** of participants do not believe employee engagement programs are getting much interest at the executive level, an emphatic **90 percent** of participants say that a strategic recognition program — one that is strongly aligned with their company’s mission and values — can play an important role in a successful engagement strategy.

“Through the work we’ve been doing with some of the world’s largest, global Fortune 500 corporations, we now have solid evidence that employee recognition is in fact the ‘tipping point’ to an overall successful employee engagement strategy,” said Eric Mosley, CEO of Globoforce. “It’s quite simple: in today’s competitive global economy, getting more discretionary effort from employees is the key to business success, and a strategic and well-executed employee recognition program is now a ‘must-have’ for achieving that success.”

About Globoforce

Founded in 1999 and co-headquartered in Southborough, MA and Dublin, Ireland, Globoforce is an on-demand provider of global, strategic recognition solutions for Global 2000 companies. Globoforce delivers an innovative, easy-to-use, on-demand solution that engages employees across the globe — transforming the way enterprises motivate their workforce. Globoforce’s blue-chip customer base - Reuters, Dow Chemical, Intuit, Avnet and Proctor & Gamble — reflects the importance of recognizing and engaging the workforce in the 21st century. For more information, visit the company at www.globoforce.com.

Press Contact

Tim Rossi

Globoforce

+1 508-229-1543

timothy.rossi@globoforce.com

Vanessa Apicerno

LEWIS PR

+1 617-226-8847

globoforce@lewispr.com