



# EMPOWERING SUSTAINABILITY THROUGH EMPLOYEE ENGAGEMENT

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**You are in the right place at the right time if  
you're organization is:**

Struggling to retain and engage staff

Unsure about how to address operational  
concerns

Considering reductions in force

Sketchy about its financial future

Experiencing the pain of falling short of its mission

## WHY ARE WE LINKING ENGAGEMENT TO SUSTAINABILITY?



**NONPROFITS REPORT 19% HIGHER TURNOVER THAN FOR-PROFIT BUSINESSES.  
IT CAN COST UP TO 150% OF A SALARIED POSITION TO RESTAFF THE ROLE.**

### ▶ **INCREASED PRODUCTIVITY**

Engaged employees tend to be more productive, directly impacting the organization's efficiency and profitability, which supports financial sustainability.

### ▶ **COST REDUCTION**

High employee engagement reduces turnover and associated hiring costs, leading to lower operational expenses and improved financial health.

### ▶ **ENHANCED INNOVATION**

Engaged employees are more likely to contribute innovative ideas, leading to better products or services and driving revenue growth, which strengthens financial sustainability.

### ▶ **COMMUNITY CONFIDENCE**

Fundraising efforts are more successful when the community sees the organization as stable and employees play a crucial role in building this perception.

# DEFINITIONS



## EMPLOYEE ENGAGEMENT

The **emotional** commitment and involvement that employees have towards their organization's mission, values, and goals. In the context of nonprofits, engaged employees are those who not only perform their tasks effectively but are also passionate about the cause they serve.



## FINANCIAL SUSTAINABILITY

The **capacity** of an organization to maintain its operations and fulfill its mission over the long term, ensuring stable financial health without excessive reliance on short-term funding sources.

# THE UNSHAKEABLE TRUTH



## EMPLOYEE ENGAGEMENT

Emotional Connection

+

Active Participation

+

Alignment with Values

+

Collaboration and Team Spirit

+

Feedback and Improvement



## FINANCIAL SUSTAINABILITY

Diverse Revenue Streams

+

Effective Financial Management

+

Long-Term Planning

+

Cost Management

+

Building Reserves

## **FATAL FLAW**



**the lack of a strategic focus on cultivating a positive organizational culture that values and prioritizes employee involvement as a means of driving financial stability.**



## **THE PROBLEMS**

Underestimating employee value  
Ineffective communication  
Limited professional development  
Reactive approaches  
Misaligned values & practices

## 5 STEPS

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### **DRIVING FINANCIAL STABILITY THROUGH EMPLOYEE ENGAGEMENT**

1 Build Trust Through  
Communication

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2 Invest in Employee  
Development

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3 Align Policies with  
Engagement Values

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4 Encourage Regular  
Feedback

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5 Promote a Culture of  
Continuous  
Improvement



# BREAKOUT

IDENTIFY 2 ACTIONS FOR EACH STEP & 1 PERSON TO SHARE WITH THE GROUP

... AND WE'RE BACK  
SHARE YOUR IDEAS

# FEEDBACK TOOLS & MONITORING SYSTEMS

## KEY FEATURES TO LOOK FOR:

- Web-based
- Survey functions
- Analytics dashboard
- Integration
- Goal-setting tools
- Actionable insights
- Recognition tools



# POTENTIAL TOOLS

**OfficeVibe:** A platform designed to enhance employee engagement through pulse surveys, feedback, and actionable insights for organizations.

**Slack (w/ engagement bots):** Enhances team communication by enabling real-time feedback, fostering collaboration, and promoting a culture of continuous engagement.

**Culture Amp:** An employee feedback platform that empowers organizations to improve engagement, performance, and culture through actionable insights and analytics.



## KEY TAKEAWAYS

ENGAGEMENT IS KEY TO SUSTAINABILITY

ORGANIZATIONS THRIVE ON FEEDBACK

TRACK EVERYTHING AND LOOK FOR GAPS

PROFESSIONAL DEVELOPMENT IS LOW-  
HANGING FRUIT

INVESTING IN STAFF IS INVESTING IN YOUR  
COMMUNITY

TRACK EVERYTHING & MAKE IMPROVEMENTS



Email me directly if you'd like a free eBook on today's topic.

▶ get the Engagement & Sustainability Checklist

▶ Define, disrupt, and deliver on your organization's engagement and financial goals

**THANK YOU!**  
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