
EMPLOYEE ENGAGEMENT THROUGH SPORTS

A SportzConsult Survey

Introduction

“Health is wealth!” We keep coming across this proverb every now and then. But how relevant is it? Here’s the answer - It is no secret what stress does to the body. A healthy body leads to better outcomes in work and life. For example, an employee would be able to perform well and achieve high productivity including meeting certain key performance indicators in his or her job profile if he is healthy. Playing, training, and competing in sport has physical benefits plus it hones life skills!

Sports provides a welcome escape from work. It imparts essential skills like discipline, leadership, decision making, teamwork, tolerance, cooperation and good behavior, through attending consistent training and setting and accomplishing goals. It assists participants into leadership and management positions. It also helps us develop motor skills, co-ordination, vision, problem-solving and strategic thinking - these are useful skills for academic studies and professional development.

Sports is a powerful vehicle that brings individuals and communities together. It teaches the value of efforts and how to manage victory as well as defeat.

For many of us who struggle with ‘fitting in’ - sports gives us our first face of confidence which can act as a gateway to many other great things!

Why Employee Engagement?

It is difficult to make people appreciate the attributes of team work through long screen presentations within the four walls of a training room. The real personalities, attitude and behavior become much more conspicuous when people interact in a causal setting. Hence, employee engagement is very important.

Employee engagement is a strong and positive connection between a person and his or her job. Engagement is associated with a wide range of substantial tangible outcomes both in terms of retention and productivity. Well-engaged employees provide better customer service and are motivated to keep the organization’s best interests at heart.

Respondent Demographics

Industry Type

Industry	% Respondents	Industry	% Respondents
Finance	23%	Shipping	1%
Information Technology	18.5%	Retail	1%
Banking	8%	HR Consultants	0.5%
Manufacturing	6.5%	Event Management	0.5%
Consulting	4%	Food & Beverages	0.5%
Conglomerate	3.5%	Airlines	0.5%
Media	3%	Hospitality	0.5%
Advertising	3%	Consumer Goods	0.5%
Pharmaceuticals	2.5%	Law	0.5%
Real Estate	2.5%	Customs	0.5%
Engineering	2.5%	Offshore	0.5%
Technology	2.5%	Website	0.5%
FMCG	2%	Oil & Petroleum	0.5%
BPO	1.5%	Cosmetics	0.5%
KPO	1.5%	PR Firm	0.5%
Accessories	1%	Cellular	0.5%
Logistics	1%	Service Provider	0.5%
Tourism	1%	Electronics	0.5%
Apparels	1%	Talent Management	0.5%
Pharmaceuticals	1%		

Size of Organization

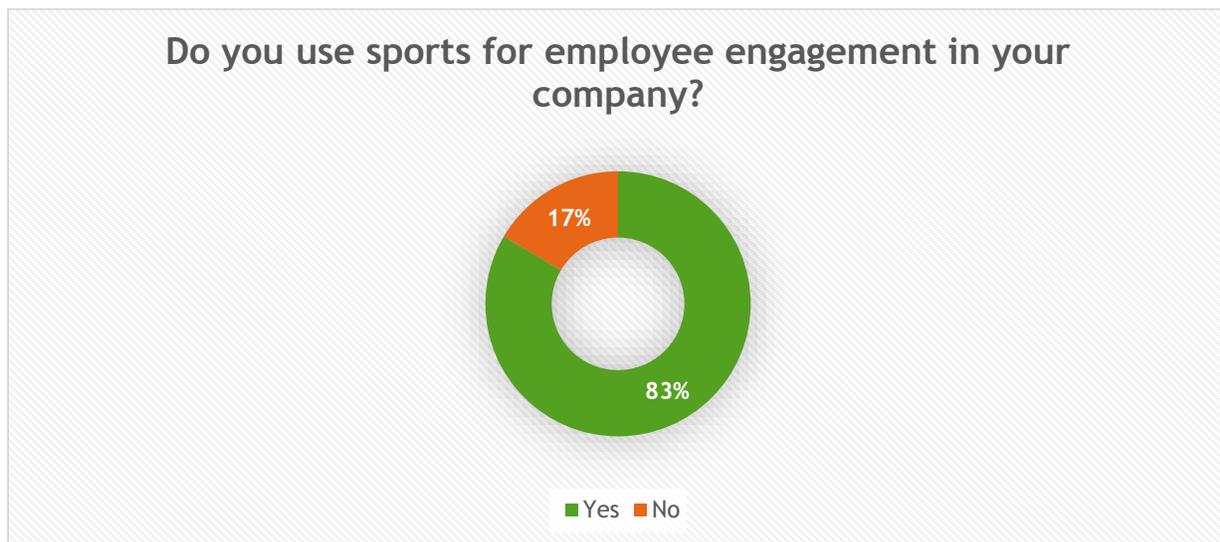
Size	%
Less than 500	37%
501 to 1000	23%
1001 to 2000	12%
2001 to 5000	8%
5001 to 15000	12%
15000 & above	9%

Survey Findings

Sports is gaining popularity amongst companies as a tool for employee engagement. Numerous companies have started using sports for engaging their employees as it contributes to physical fitness, mental wellbeing and social interactions which helps their organization grow. Moreover, one can tell how good somebody will be as a colleague after playing sports together.

Usage of Sports as an Employee Engagement Tool

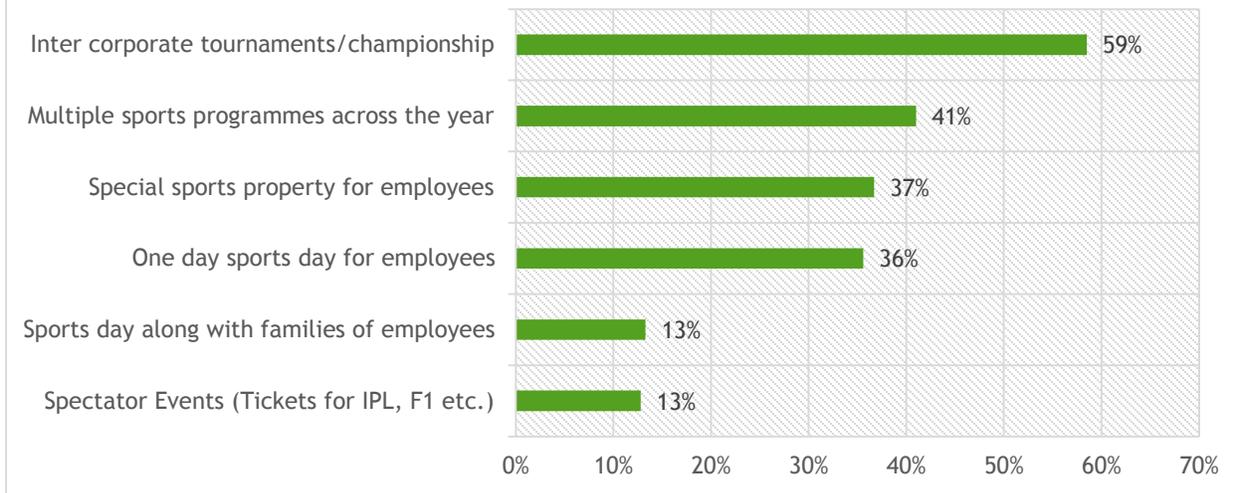
We began by simply asking the organizations if they use sports as a tool for employee engagement. An overwhelming majority (83%) indicated they were employing sports as a tool for engagement purpose.



Among various sports engagement options 58% of organizations use inter-corporate tournaments as an employee engagement option. Such competitions prove beneficial for organizations as employees not only race each other to finish, but are also pulled together in the process. It provides a platform for the employees to showcase their talent, foster friendship and network. Multiple sports program across the year with 41% is the 2nd favorite option among HRs, closely followed by special sports property like cricket/badminton tournament etc. with 37%.

Spectator events i.e. giving out tickets for IPL, F1 is less likely used explaining, participative sports being given more importance. Together is better! Thus, the biggest impact on an organization are of those events that bring employees together.

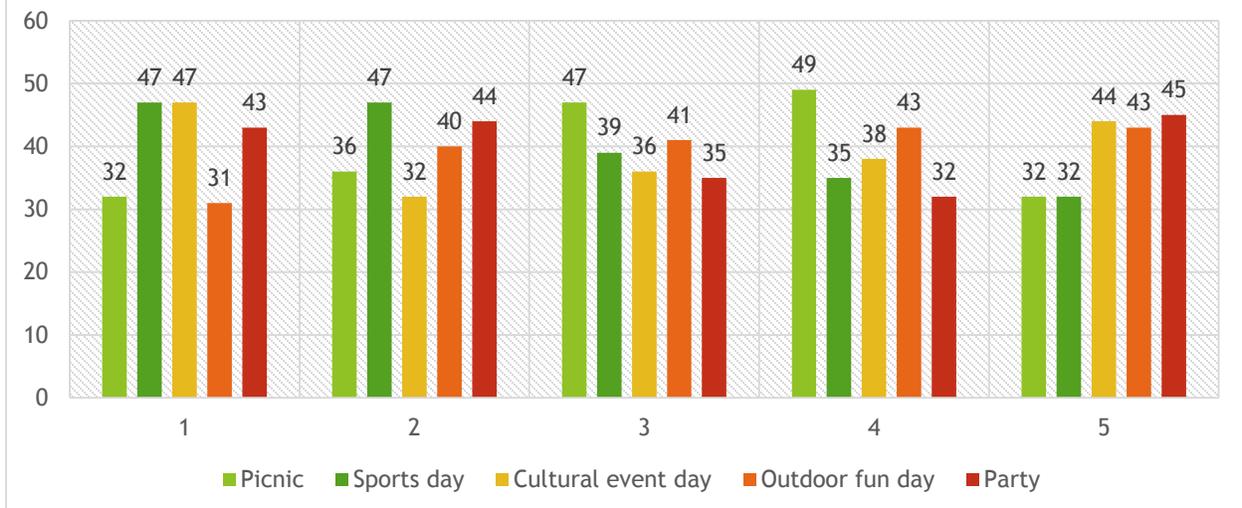
How does your organization engage with employees using sports?



Efficiency of Employee Engagement Programs

The survey indicates growing relevance of sports as an engagement tool amongst organizations. Half the respondents rated sports as the most effective tool, above picnic, office party, cultural day, etc. as an option for employee engagement. With 47% it is the primary choice by organizations and has become ubiquitous throughout. People are indulging in it for various reasons- fitness, stress buster, fun activity and so on. It is a level playing field where everybody participates equally.

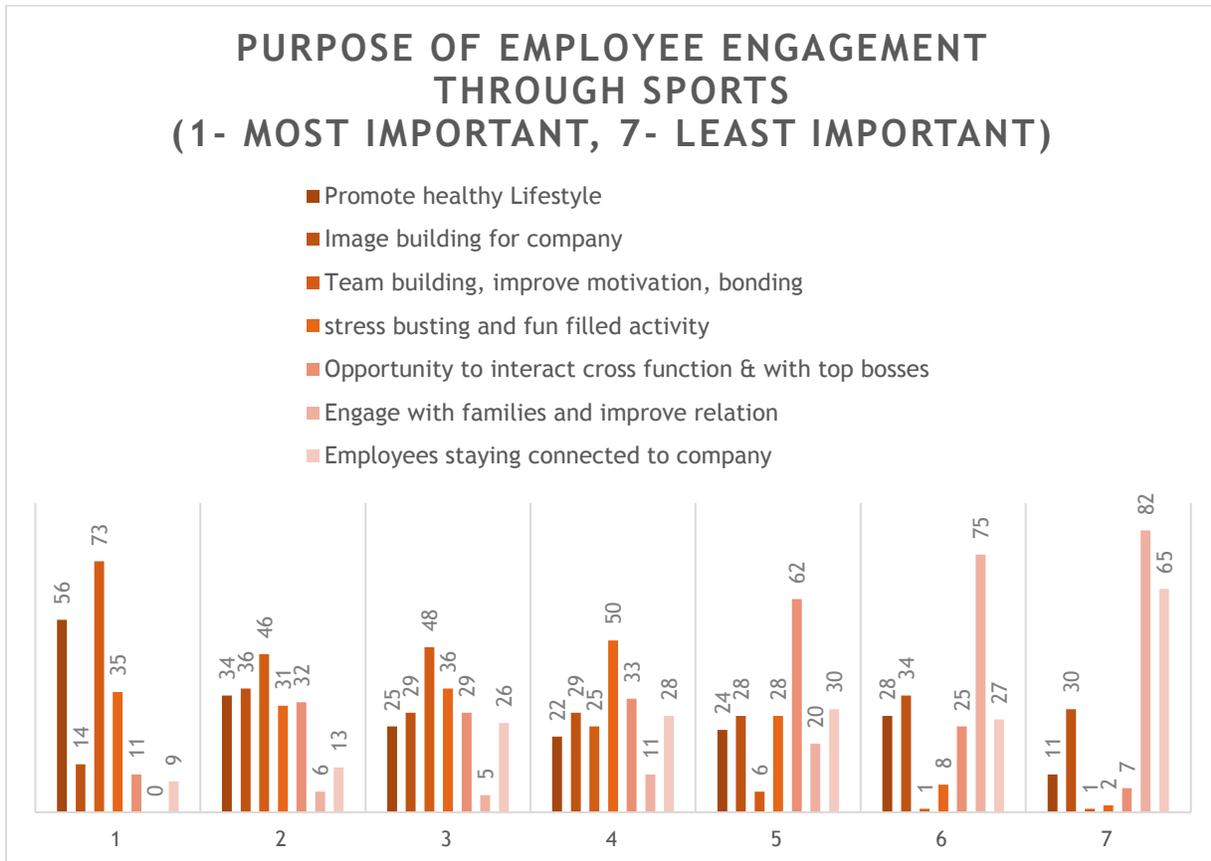
Rate efficiency of following as employee engagement tools. (1-Most important, 5-Least important)



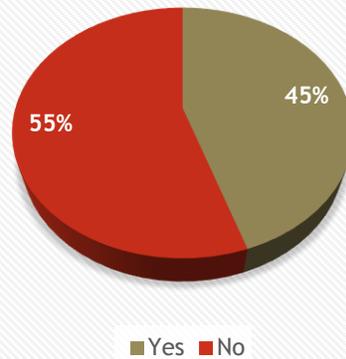
Purpose of Sports as an Employee Engagement Platform

Team picnics, parties, cultural events etc. act as a stress buster. Sports on the other hand not just relieves stress but also helps in team building, promoting a healthy lifestyle and motivating employees.

It not only provides an Opportunity for employees to interact cross functions and with top bosses but also builds the company's image. From the graph it is clear that team building and motivation is the most popular reason for organizations to use sports for employee engagement.

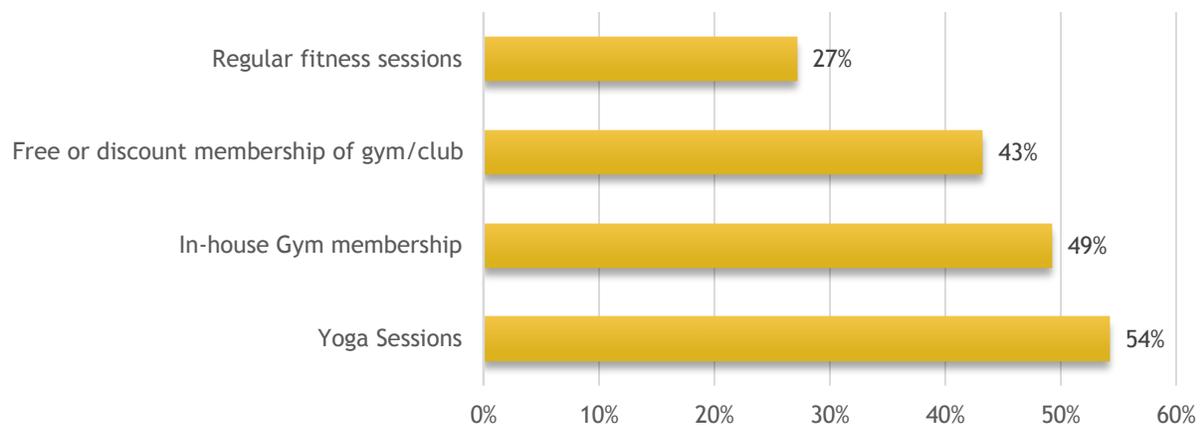


Do you facilitate any fitness training sessions on a regular basis for your employees?



Success is frequently seen as a purely individual achievement, often at the expense of others. But, an organization can only thrive with the collective help of everyone. For employees being part of a team helps create a sense of belonging (feeling more connected) resulting in a substantial tangible outcomes both in terms of retention and productivity.

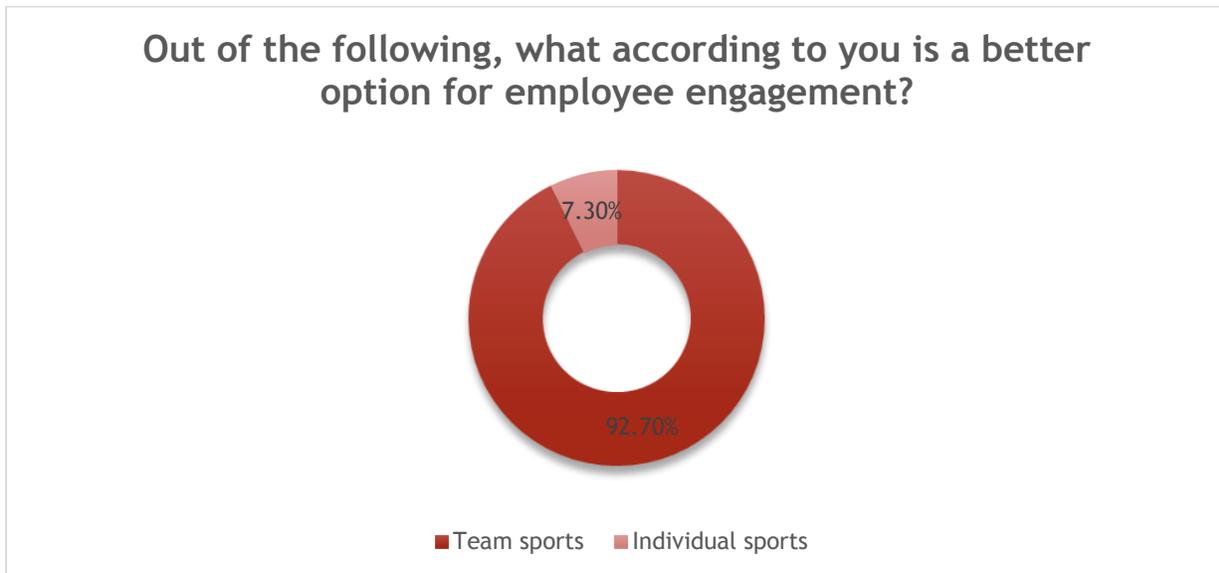
If answer to the above question is Yes, which of the following programs have you implemented?



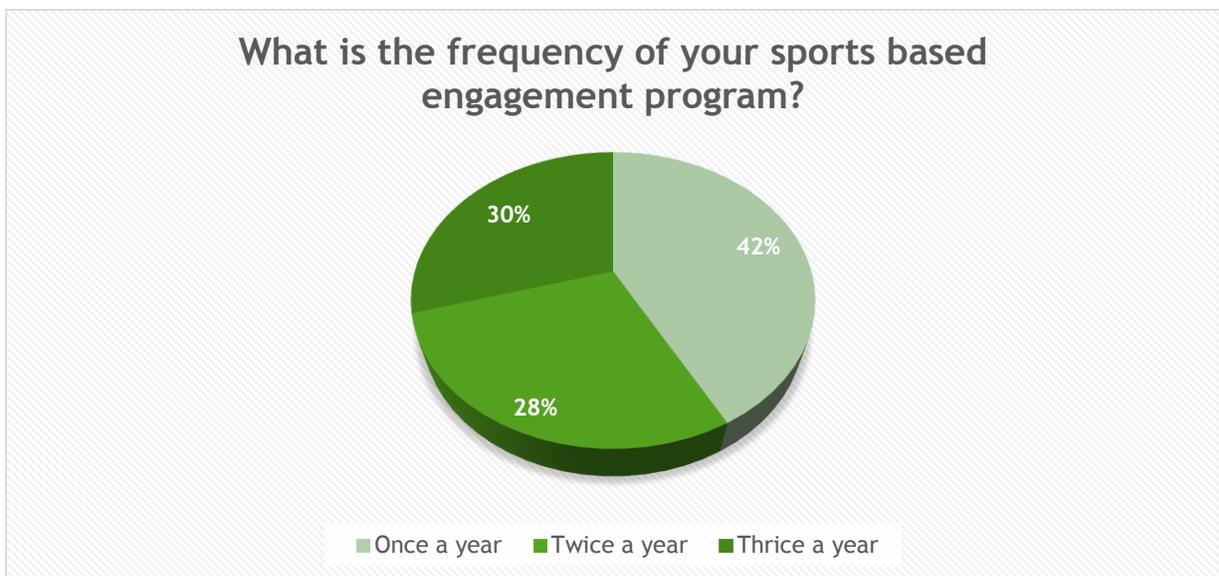
Broad majorities among organizations have started facilitating fitness training sessions on a regular basis. They are increasingly promoting a healthy lifestyle to employees to help optimize their wellbeing.

From yoga sessions, in-house gym membership to free discount membership of gym/club and regular fitness sessions. The options are wide and varied to promote a healthy lifestyle.

A significant 93% of companies have naturally preferred team sports over individual sports as it inculcates important life skills like team work, responsibility, self-discipline, hard work, persistence, and trust. Employees that play together, stay together.

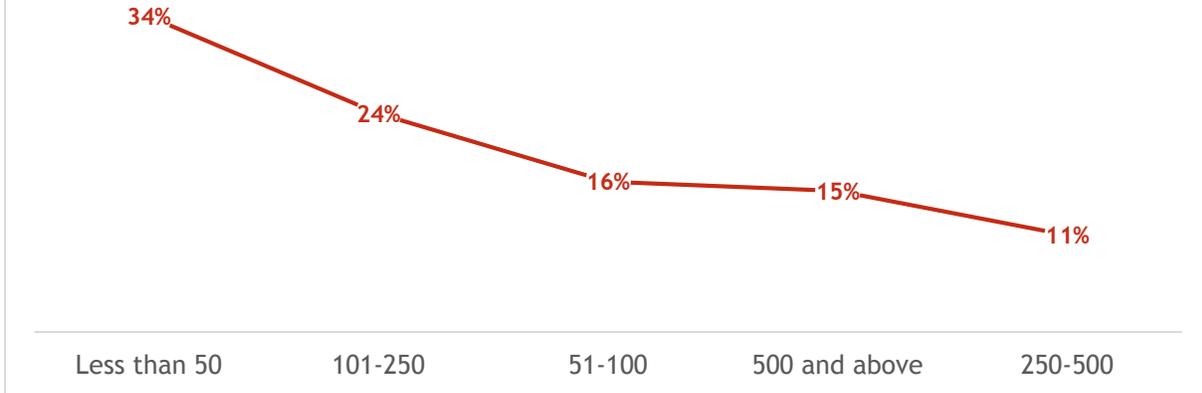


For employees, being part of a team helps create a sense of belonging. Feeling more connected leads to being happier. 42% organizations engage in sports based programs once a year and surprisingly around 30% of the companies do so, thrice a year!



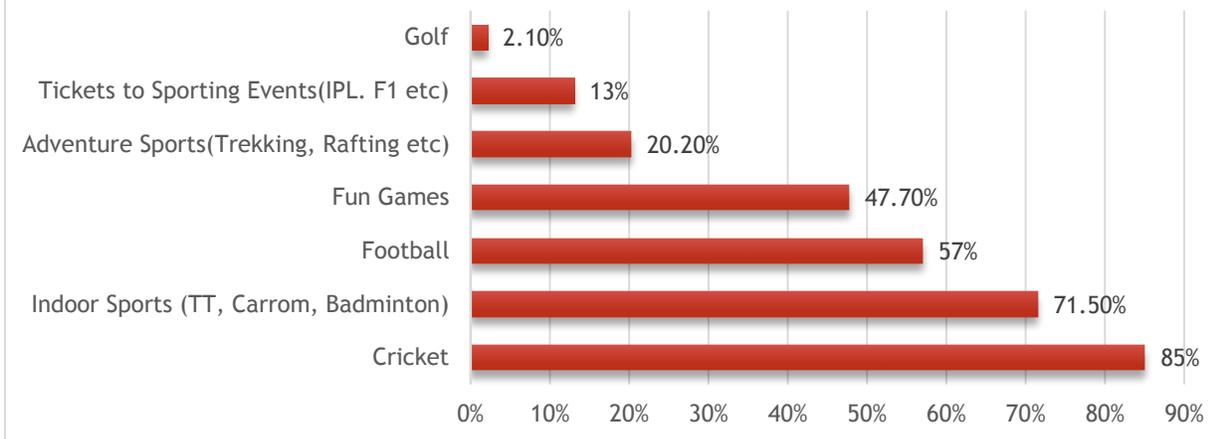
34% of companies with an average strength of 600 employees have less than 50, participating in sports based programs. While 24% of companies with an average strength of 3100 employees have participation between 101 and 250, 15% companies with an average strength of 21,000 have more than 500 employees participating.

WHAT NUMBER OF EMPLOYEES PARTICIPATE IN YOUR SPORTS BASED PROGRAMS?

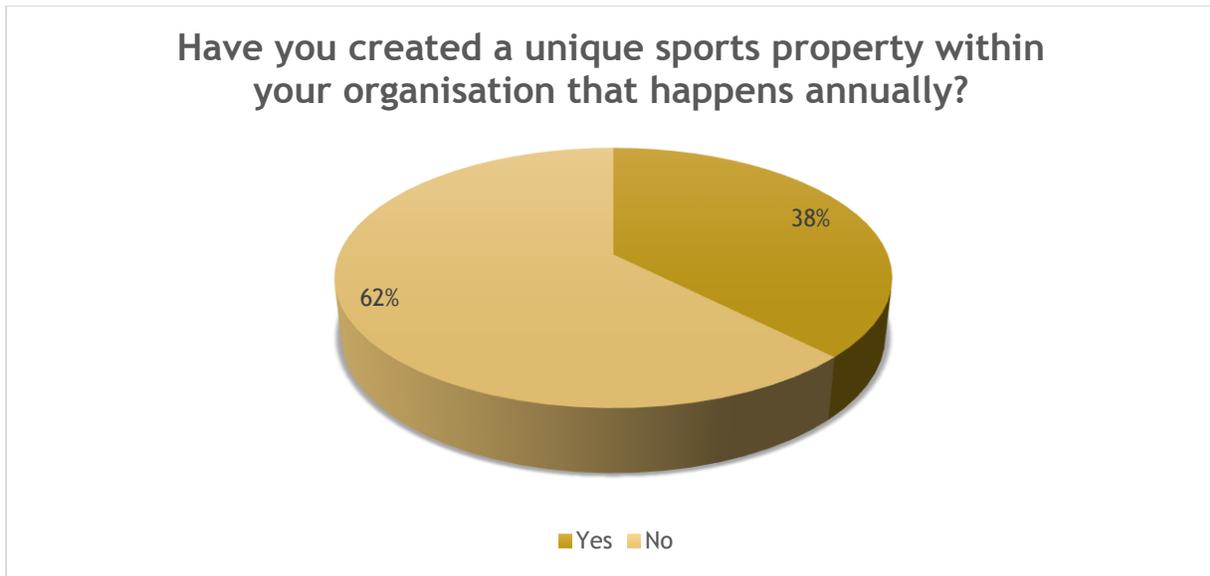


Clearly cricket dominates over other sports when it comes to employee engagement with a whopping 85% followed by indoor sports and football. Also, we can see adventure sports emerging as one of the tools for employee engagement

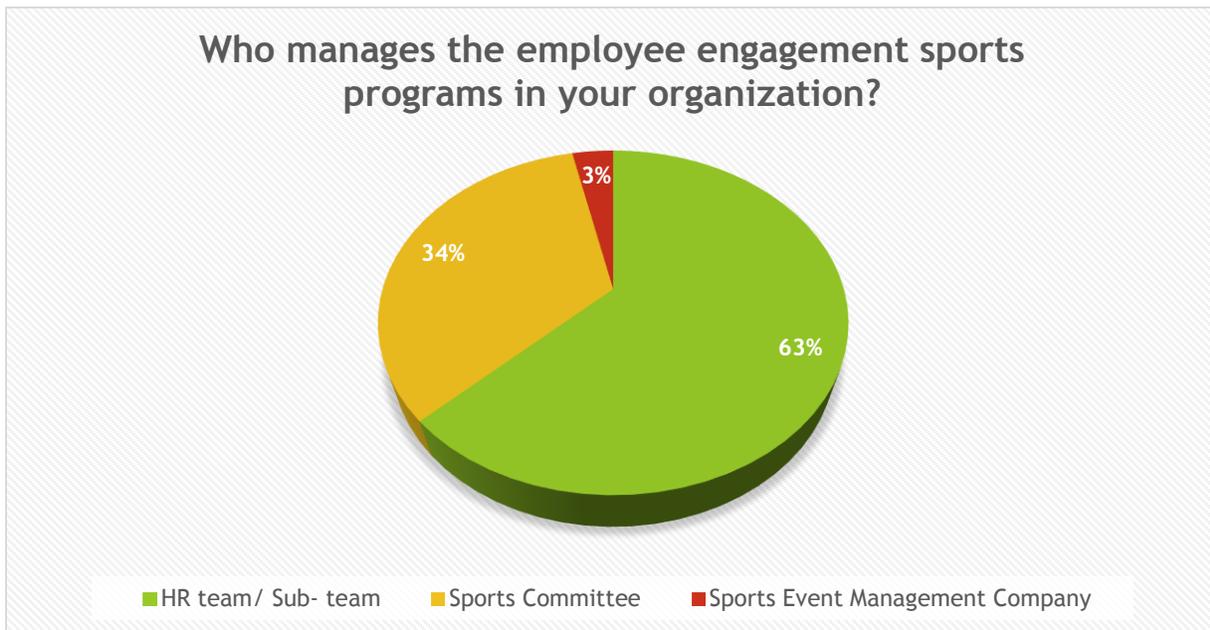
Which of these sports options have you used for employee engagement programs



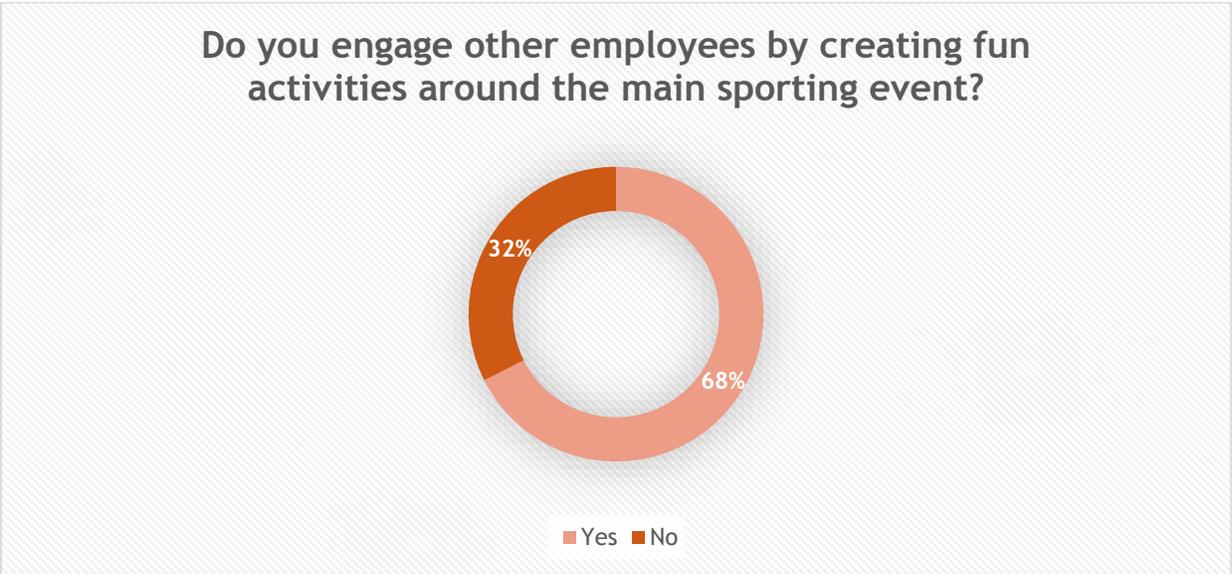
38% of companies have a unique sports property within their organization that happens annually.



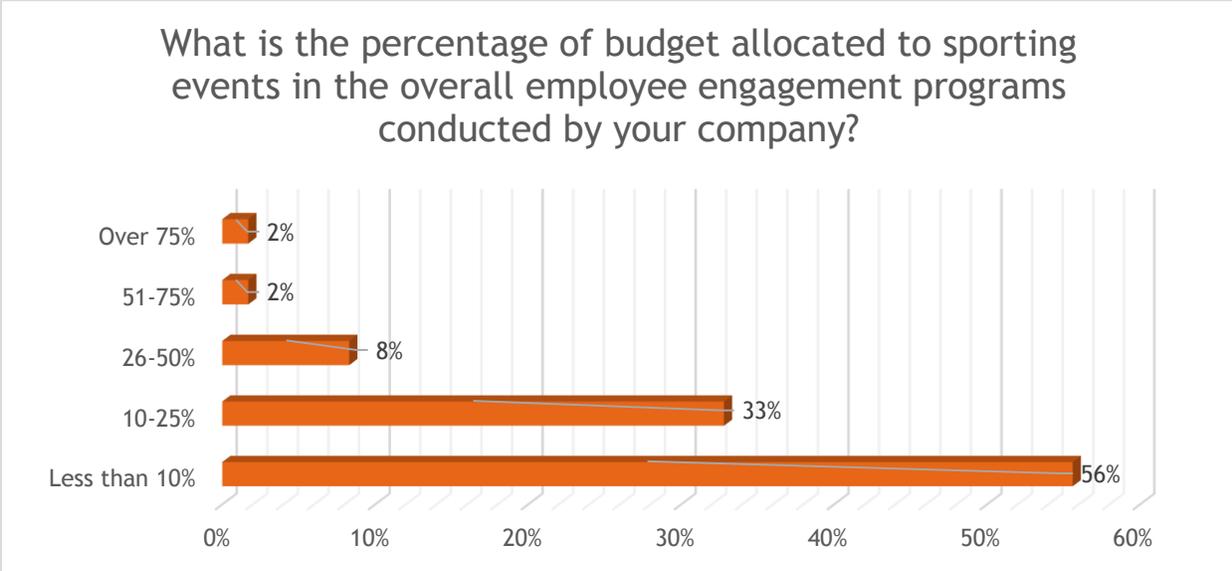
63% of respondents said that the HR Team manages the sports programs, while 34% said that there is a separate sports committee in the organization to manage the same.



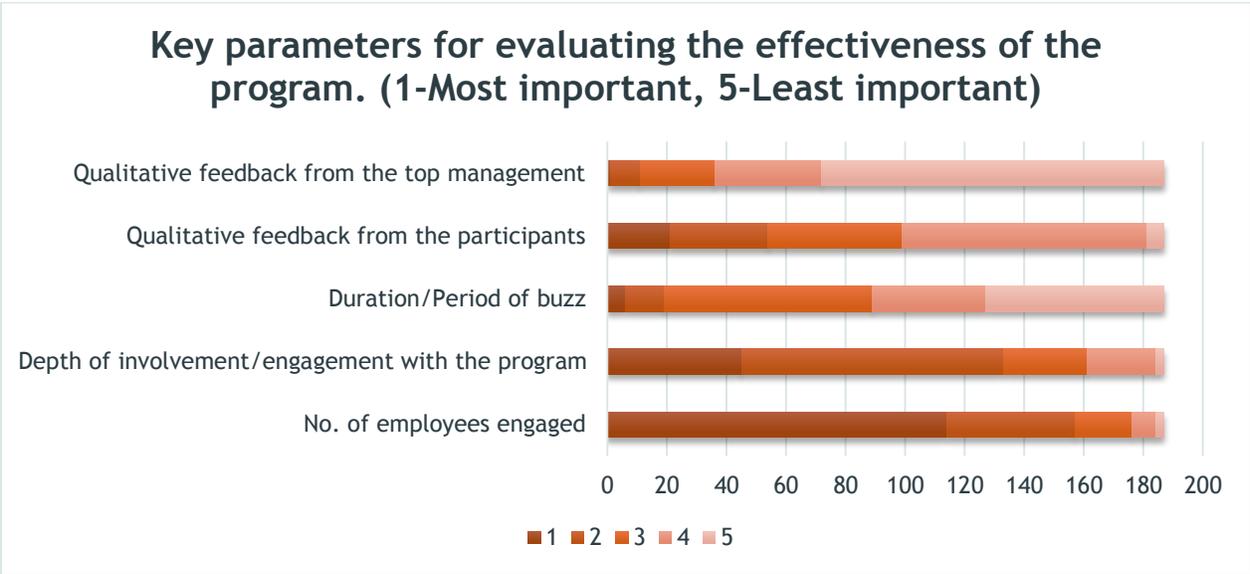
Through this survey we found out that 68% of the companies not only conduct programs for sports enthusiast but also engage their other employees through fun activities around the main sporting event.



Out of the overall fixed budget for employee engagement programs, companies have started allocating a certain percentage specifically for sports.



Measurement of effectiveness of the program has been a concern for many HR Managers. When queried how they evaluate the effectiveness of the program, reach and depth of reach came out as two strikingly important parameters.



We hope you found this helpful and informative. We extend our special thanks to all the employees who gave their time to take part in this survey.

Questionnaire

1. Name of the Respondent
2. Name of the Company
3. Designation
4. Do you use sports for employee engagement in your company?
 - a. Yes
 - b. No
5. How does your organization engage with employees using sports?
 - a. One day Sports day
 - b. Sports day with Family
 - c. Multiple sports programs across the year
 - d. Spectator event (Tickets for IPL games, Formula 1, etc.)
 - e. Inter corporate Tournaments / Championships
 - f. Special sports property for employees (e.g. cricket tournament, badminton etc.)
6. Please rate the efficiency of the following as employee engagement tools. (1 - Most important, 5 - Least Important)
 - a. Party
 - b. Cultural event day
 - c. Sports Day
 - d. Outdoor Fun Day
 - e. Picnic
7. The following are the popular purposes for employee engagement using sports. Please rank them based on the importance that you assign to each. (1 - Most important & 7- Least Important)
 - a. Promote Healthy Lifestyle
 - b. Image building for the company
 - c. Improve employee motivation, bonding and team work
 - d. Stress busting and fun filled activity
 - e. Opportunity for employees to interact cross functions and with top bosses
 - f. Engage the families and improve relations
 - g. Employees staying connected with the company
8. One of the biggest reasons for employee engagement using sports is that it promotes an active and healthy lifestyle. Do you conduct or facilitate any fitness training sessions on a regular basis for your employees?
 - a. Yes
 - b. No
9. If the answer to Q5 is yes, which of the following programs have you implemented?
 - a. Yoga Sessions
 - b. In- house gymnasium membership
 - c. Free or discount membership of a gym/club for the employees
 - d. Regular fitness sessions
10. What profile of employees do you use sports to engage with?
 - a. Non-Management Staff
 - b. Junior & Mid Management
 - c. Top Management
11. What is the number of employees that participate in your sports employee engagement programs?
 - a. Less than 50

- b. 51- 100
 - c. 101- 250
 - d. 250 - 500
 - e. 500 and above
12. Total number of employees in your organization:
13. What is the frequency of your sports-based engagement programs?
- a. Once a year
 - b. Twice a year
 - c. Thrice a year or more
14. Out of the following, what according to you is a better option for employee engagement?
- a. Team Sports
 - b. Individual Sports
15. Which of these sports options have you used for employee engagement programs?
- a. Cricket
 - b. Football
 - c. Golf
 - d. Indoor sports (Badminton, Carrom, TT, Chess etc.)
 - e. Adventure sports (trekking, rock climbing etc.)
 - f. Fun games
 - g. Tickets to professional sporting events
 - h. Other (please specify)
16. Have you created a unique sports property within your organization that happens annually?
- a. Yes
 - b. No
17. Who manages the employee engagement sports program in your organization?
- a. HR team / Sub- team
 - b. Sports Committee
 - c. Sports Event Management Company
 - d. Other (please specify)
18. Only a part of the employees actively participate in the sports employee engagement activities. Do you also engage other employees by creating fun activities around the main sporting event?
- a. Yes
 - b. No
19. What are the key parameters for evaluating the effectiveness of your programs? (1 - Most Important & 5- Least Important)
- a. Number of employees engaged (Participants + audience)
 - b. Depth of involvement/engagement with the program
 - c. Duration/Period of buzz
 - d. Qualitative feedback from the participants
 - e. Qualitative feedback from top management
20. What is the percentage of budget allocated to sporting events in the overall employee engagement programs conducted by your company?
- a. Less than 10%
 - b. 10-25%
 - c. 26-50%
 - d. 51-75%
 - e. Over 75%