

METRICS BOLSTER BELONGING PROGRAMS

According to a new study conducted by the SHRM Research Institute, many organizations prioritize belonging, but few businesses evaluate the programs they've created. That's too bad, because doing so would make it easier for leaders to make necessary adjustments and show the effectiveness of these programs.



PRIORITIES DON'T ALWAYS GET THE RESOURCES THEY NEED

Percentage of HR executives who say:

- Their organization prioritizes belonging in the workplace—**76%**.
- Their organization offers too few resources that foster belonging—**57%**.

FEW MEASURE THE IMPACT OF BELONGING PROGRAMS

Most organizations aren't evaluating the effectiveness of programs meant to instill a sense of belonging in the workplace. Those who are doing so tend to look at relatively simple metrics. But even these simple metrics can result in meaningful changes to belonging resources and programs.



Percentage of HR professionals who say: It is not difficult to evaluate the effectiveness of belonging-related programs.



Percentage of HR professionals who say: Their organization assesses the effectiveness of belonging-related programs.

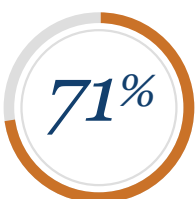
Most common metrics used to assess workplace belonging resources and programs:

- Employee satisfaction—**68%**.
- Diversity, equity, inclusion and metrics (e.g., employee resource group participation, leadership diversity or retention across employee groups)—**64%**.

Of those who evaluate the effectiveness of belonging resources, **81%** say their organization has made changes to its resource offerings afterward.

SHOWING THE ROI OF BELONGING

Organizations that build a sense of belonging perform better in several business areas, but some executives are still struggling to show the return on investment. That task gets easier, however, when organizations evaluate the effectiveness of belonging-related programs and resources.



Percentage of HR executives who say: They are successful at building a business case for belonging initiatives.



Percentage of HR executives who say: Their organization's workplace belonging initiatives demonstrate a return on investment.

Organizations that are very successful at cultivating belonging in the workplace are more likely to*:

Exceed their 2022 business goals

79% versus 49%.

Achieve their retention goals

55% versus 11%.

Be competitive with peer organizations

94% versus 77%.

Be competitive in today's job market

84% versus 47%.

*Organizations that are very successful at cultivating belonging in the workplace compared to organizations that are not successful.

Organizations that evaluate the effectiveness of their belonging resources are more likely to demonstrate a return on investment — **86% versus 37%**.