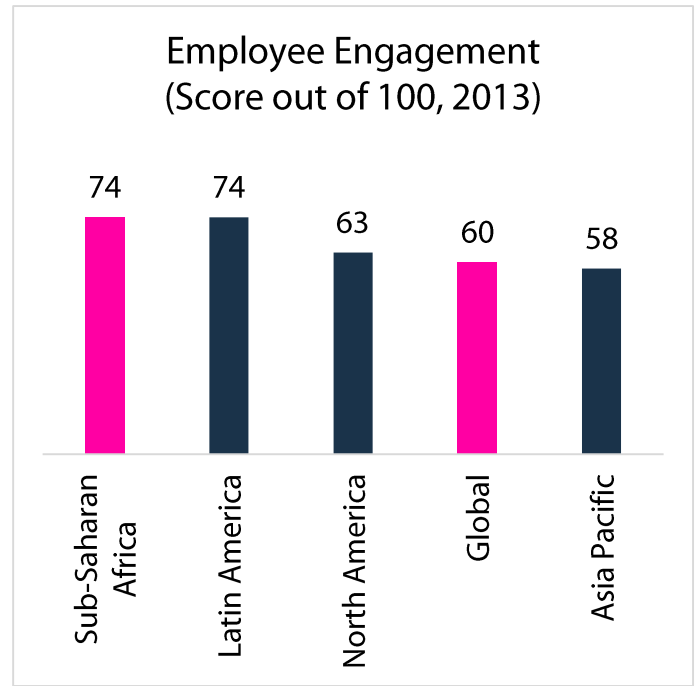


Sub-Saharan Africa leads the world in Employee Engagement

High Employee Engagement (EE) is desirable as it fosters productivity and innovation in an organization. A 2014 publication by Emergence Growth in partnership with Aon Hewitt reveals that in 2012 and 2013, EE in Sub-Saharan Africa (SSA) was the highest globally - higher than the global average as well as North America and Asia Pacific. At the regional level, East Africa had the highest EE at 75 out of 100 (2013) followed by West Africa with 68 and Southern Africa at 66. Africa's second largest economy, South Africa scored 73.



Further investigation into the three key drivers of employee engagement at the regional level in SSA reveals that employees from East Africa value and enjoy the highest quality of life (positive views of the organisation environment by employees and work/life balance) as well as work opportunities (availability of career development, training and career progression). On the other hand, employees from Southern Africa enjoy and value good company practices (employees committed to company goals, policies, procedures and processes).

