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# CEO guide to driving company performance



# Executive Brief – Enterprise Research

We looked at 4 of the Top Enterprise Research organisations and their studies, findings and insights



Microsoft's study of millions of data points across Office 365, Azure in 31 Countries and a sample of 31,000 executives delivering the New Company Performance Equation.



Deloitte's Global Human Capital Report  
14,000 executives in 95 countries  
uncovering the trends in the enterprise workplace



Gallup's study of 15,000 executives and 10 countries  
looking specifically at Employee Engagement levels



PWC & Munster University their study on  
Immersive Meetings v Teams and Zoom and the impact  
on the personal performance numbers

## Microsoft Performance Equation

[Work Trend Index Special Report >](#)

### The New Performance Equation in the Age of AI

New research shows that employee engagement matters to the bottom line—especially amid economic uncertainty

Illustrations by Davide Bonazzi; Data visualizations by Valerio Pellegrini



Productivity x Engagement = Performance

**Q: How upgrade your Employee Engagement and Productivity to unlock better Performance?**



Microsoft<sup>2</sup>'s research has looked at:

What are the blockers to higher productivity?

And then designed in improvements to its product range to address those needs

It then assesses the impact of its product improvements on productivity

Gallup on the other hand has looked at employee engagement as an issue

Firstly, understanding where Employee engagement is right now

# The problem



GALLUP

2024 REPORT

## State of the Global Workplace

THE VOICE OF THE WORLD'S EMPLOYEES

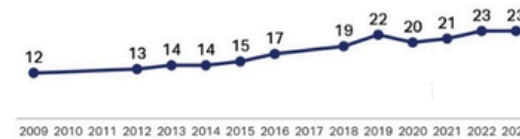
### Employee Engagement

Based on Gallup Q12 items; see "Appendix 3: Support Information" for item wording.

% ENGAGED	% NOT ENGAGED	% ACTIVELY DISENGAGED
23%	62%	15%

% ENGAGED

Global  
**23%**



1. Employee engagement matters to the bottom line.

Organizations that doubled down on employee engagement in times of economic uncertainty performed twice as well financially as organizations that deprioritized it—with the most engaged outperforming the S&P 500 at the end of the year. On average, each additional point of engagement reported by employees correlated with a +\$46,511 difference in market cap per employee.

1% of Employee Engagement = \$46,511 market value per employee

### Fix communication / Feedback

2. Clear communication unlocks employee engagement.

Employees at highly engaged organizations are 46% more likely to see their organizations as strong communicators and 37% more likely to express confidence in leadership.

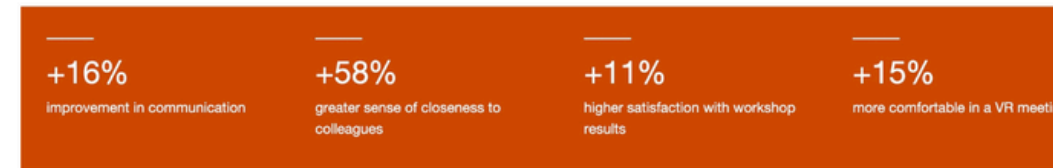
3. To sustain engagement, build a feedback flywheel.

Employees at highly engaged organizations are 40% more likely to have confidence that their feedback will lead to action, and they're 56% more likely to say their organizations continually improve processes.

Gallup's survey revealed some startling numbers, that just 23% of employee were engaged. Worse still their report highlighted the UK sat at an average of just 10% employee engagement. What's the impact of good employee engagement? Microsoft identified those companies with high employee engagement (70%+) And those with Low employee engagement And tracked their share price performance over time The numbers are equally startling in that a 1% difference in employee engagement had a \$46,511 impact on the companies valuation, per employee! Effectively validating the Microsoft performance equation.

## THE NUMBERS HOW WERE MEETINGS IMPACTED USING VR ?

A study from **Munster University and PWC** highlights the engagement productivity gains that come with integrating VR into meeting processes. According to the study, the companies saw:



- A 25% increase in planning activities
- A 32% increase in problem-solving effectiveness
- A 25% improvement in the ability to change and visualise plans
- A 19% boost in quick reactions during discussions
- A 28% increase in intense participation



When trying to find initiatives that will drive employee engagement numbers you quickly come across PWC and their work with Munster University in Germany. Their study highlighted the difference in results between 2D communication in Zoom & Teams & 3D Microsoft Mesh and Meta Quest headsets.

A number of outcomes surfaced:

+58% increase in Team closeness / bonding which research has shown is the No 1 driver in employee engagement

+32% in problem solving effectiveness

+28% in intensive participation +25% increase in the ability to visualise and change plans

+25% increase in planning activities

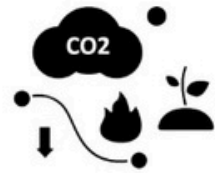
+16% improvement in communication

+15% increase in personal comfort at being in a meeting

For those wishing to make their company perform better these are an impressive array of numbers

## Drive change by educating - companywide

Engage carbon efficiency company to measure change



**Educate C-Suite with headset demo**

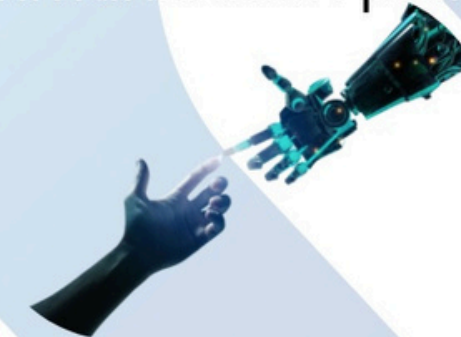


Encourage C-Suite to roll out immersive meetings policy

Push CFO to maximise ROI / Cost savings and publish vaults



Drive home the human benefits of the new technology communication plan



Given the impact of immersive meetings the first job of the CEO is to educate his C-suite - we'd advise a demonstration Why?

Because till you have experienced a Microsoft Mesh 3D meeting in a Meta Quest 3 headset then you cannot imagine its impact

- Cutting your carbon foot print as an organisation , when you move from commuting to Teleporting is huge and worth measuring
- Understanding where your CFO can save money and get fast returns on investment is key
- However the whole organisation enjoying the impact of this technology on their lives, positively, cannot be under estimated

## What can your CFO do?



Evaluate meeting room(s) that can be closed by deploying immersive meetings



Establish your company ROI on immersive meetings



Evaluate and travel and expense savings



CFO

Evaluate carbon efficiency gains and tax credits



Look at the cost and ROI of  
Meta Quest 3  
Microsoft Mesh  
Meta for Business



Your CFO can play a powerful role in this transformation in 5 key ways:

- Commuting be that daily or occasional comes with a cost - productivity wise & travel related cost - tickets (that saving is huge)
- For those with “travel to physical meeting space” - there are rooms that can now be repurposed or closed
- There are therefore two obvious ROI’s - commuting & travel cost reduction & meeting room reduction - savings
- We’d argue that significant tax credits from the carbon efficiency need to be evaluated
- Plus an exercise to Look at the solution we recommend , bespoke Microsoft Mesh Rooms and Meta Quest headsets and its ROI

## What can HR do?

Implement -  
Human Technology Upgrade HTU



Evaluate immersive recruitment

- Upgrade First impressions
- Implement Technology helping human wellbeing
- Teleporting in - Commuting out



Evaluate training savings / gains from immersive learning and development



Evaluate the power of immersive induction and onboarding

- ↓ Cut Travel
- ↑ Training Absorption rates
- ↓ Faster onboarding effectiveness rates

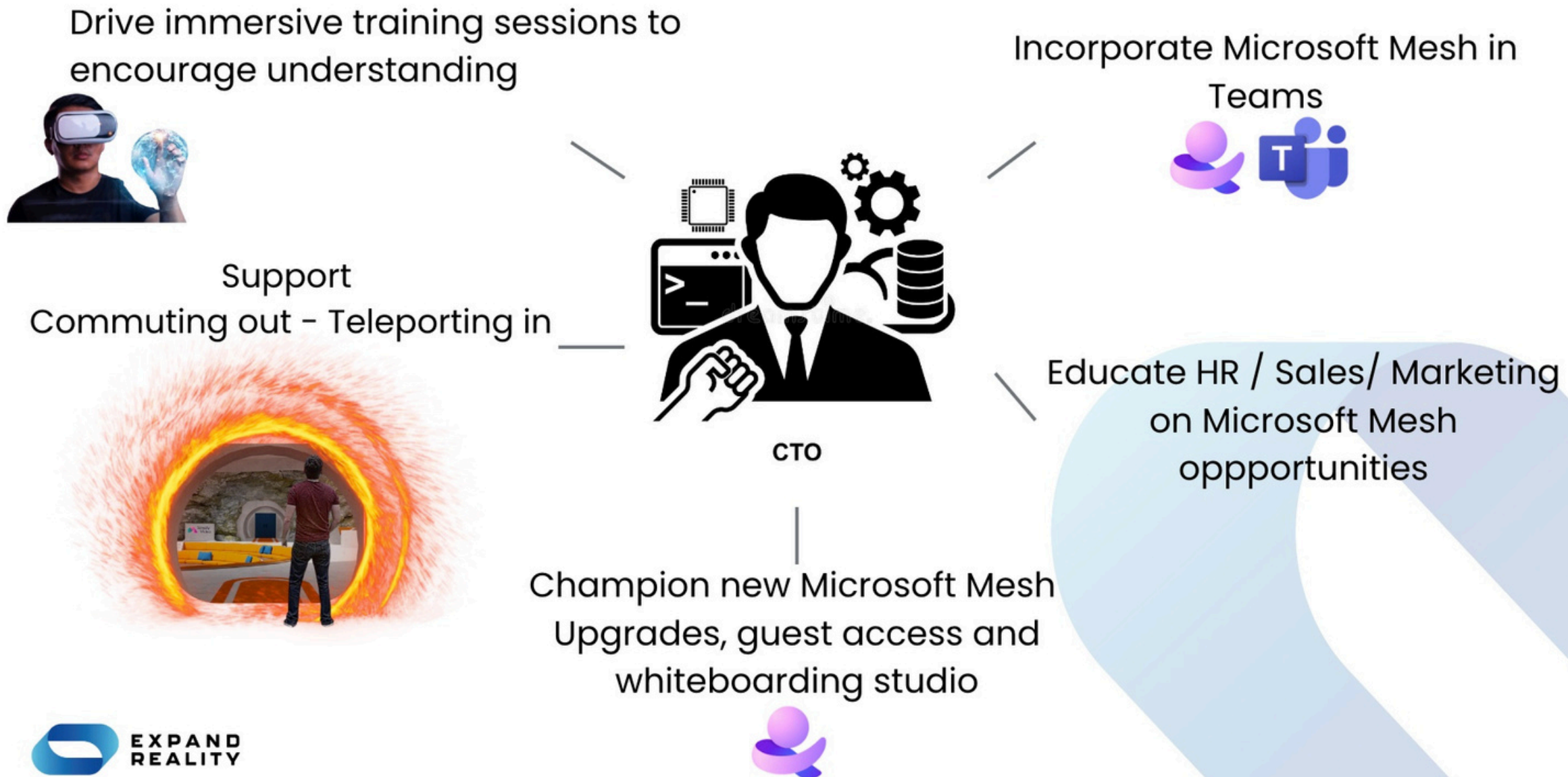


Your HR leader and team can play a powerful role in this transformation in 3 key ways:

- Immersive recruitment is a powerful signal of a progressive company that's cutting edge
- however, that can work both ways as companies that are not embracing immersive technology can be rebuffed by those who already know its power from gaming applications.
- For Induction immersive training has been found to have powerful advantages (see PWC and Munsters soft skills research)
- People learn faster in a more interactive way
- however the message that the company embraces technology to eradicate commuting and give that time back to employees for family or well being pursuits is a huge attraction to existing and future employees



## What can your CTO do?



Your CTO will play a crucial role as an enabler and an evangelist, particularly if you already have Microsoft Teams:

- Why? Microsoft Mesh is an extension of Microsoft Teams, works on the same communication infrastructure.
- Evangelising Teleporting rather than commuting to an office is one role he/she can play.
- However, as Microsoft Mesh is still evolving as a tool their huge role will be to communicate and estole the feature upgrades as they are released in Microsoft Mesh.
- Educating Sales, Marketing and HR how bespoke Microsoft Mesh environments can be used to increase revenue and cut the companies carbon footprint is a key function of the CTO.
- Communication and demonstrating its benefits and impact is vital to the success of giving the whole organisation an engagement and productivity upgrade

# Support your C-Suite Team

## HR

Recruit better  
induct faster  
Train cheaper





## CFO

Cut HQ meeting room costs

- Cut travel and expense
- Cut carbon footprint



## CTO

 Microsoft Mesh in Teams   
Put company on the forefront  
of immersive competitive edge

- Drive data on demand with  
your company AI



- Supporting these three key players get the most out of this initiative is key.
- **Getting them on a demonstration, in a headset is crucial.**
- Not 1 CEO who has had the demonstration has not implemented the Human Technology upgrade
- However, when debriefed they all said versions of the same thing
- I had no concept of how powerful meeting in 3D is

## CEO drive a companywide plan to develop company adoption .....

### HR

Communicate the human benefits of technology policy

Communicate commuting out, teleporting in

Champion visible impacts

Drive induction room changes

Drive change in Training practices from classroom and online to full immersive training



### CFO

Close internal meeting rooms

Measure Carbon tax savings

Measure travel cost reduction

Shift HQ floorplate size to a smaller area

Microsoft Mesh



### CTO

Champion Meta Quest and Microsoft Mesh

Champion immersive training to drive adoption

Champion new Microsoft Mesh feature upgrades

Look for innovative use cases across the company



- Here is a typical post demonstration plan for the C-suite
- Over to you to organise the demonstration
- Educate and task you team
- Implement your plan