Employee Engagement

• Employee Engagement is the measure of the emotional commitment an employee has to its employer.

• The Top Workplaces survey is a tool for measuring Employee Engagement. Chesapeake Utilities Corporation received Top Workplace Award from 2012 through 2015.
The Top Workplaces Fund comprises stocks of companies that have been published as a Top Workplace and have scored above the top-decile ‘Organizational Health’ threshold, as measured on the WorkplaceDynamics survey.
Research on Brand and Employee Engagement

• Deloitte’s 2015 Global Human Capital Trends report:
  – “Organizations that create a culture defined by meaningful work, deep employee engagement, job and organizational fit, and strong leadership are outperforming their peers and will likely beat their competition in attracting top talent.”

• Per global PR firm Burston-Marsteller’s communications trends for 2015:
  – “We know that clearly communicating why a company exists and what it stands for, beyond the profit motive, has been proven to have concrete financial benefits as well as other upsides such as improving staff retention, helping with change management and assisting reputation recovering after a crisis.”
 Chesapeake’s Strategic Platform For Growth Begins with Engagement Strategies

Engagement Strategies
- Brand Strategy
- Engaging Employees
- Engaging Customers
- Engaging with Communities
- Strategic Thinking

Engagement Strategies Provide the Strategic Infrastructure for Sustainable Growth

Business Growth

Results
Top Workplace Awards Measure High Employee Engagement

• In August, Chesapeake was recognized by the Delaware News Journal as a Top Workplace in the midsize category for the fourth consecutive year.

• Thanks to our employees, engaging with each other, our customers, our communities and stakeholders, we have been named a Top Workplace for four consecutive years.

• 2014 marked our 8th year of record earnings.
Why?

• Florida Public Utilities Acquisition – We started our efforts to improve our employee engagement shortly after acquiring Florida Public Utilities

• Competing and Conflicting Messages – We had multiple, even competing, messages being put out by our different subsidiaries

• One Company, One Team

• What did we have to do to unite the team?

  Our objectives were to:
  – Unite the team,
  – Increase employee engagement, and
  – Create a foundation for sustainable growth.
How?

- Surveys
- Facilitated sessions
- We defined our “Brand”
- Brand Rollout
- Continuous Reinforcement
Brand Rollout – It was an event
The Effects of Our Brand
Connecting with Our Employees

Implemented several initiatives to continuously reinforce the Brand

- Since the Brand Rollout in December 2011, employees feel:
  - Confident in their future (+10%)
  - Part of something meaningful (+13%)
  - Genuinely appreciated (+19%)

- Results can be attributed to the rollout of Chesapeake Cares, Chesapeake Wellness, Health Fairs, Holiday Cares, Summer Cares, Mentor Program, Annual Events, Service Excellence and Living our Brand Recognition Programs.