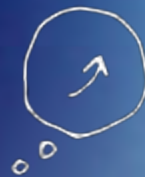
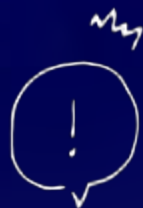
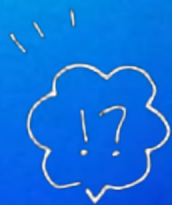
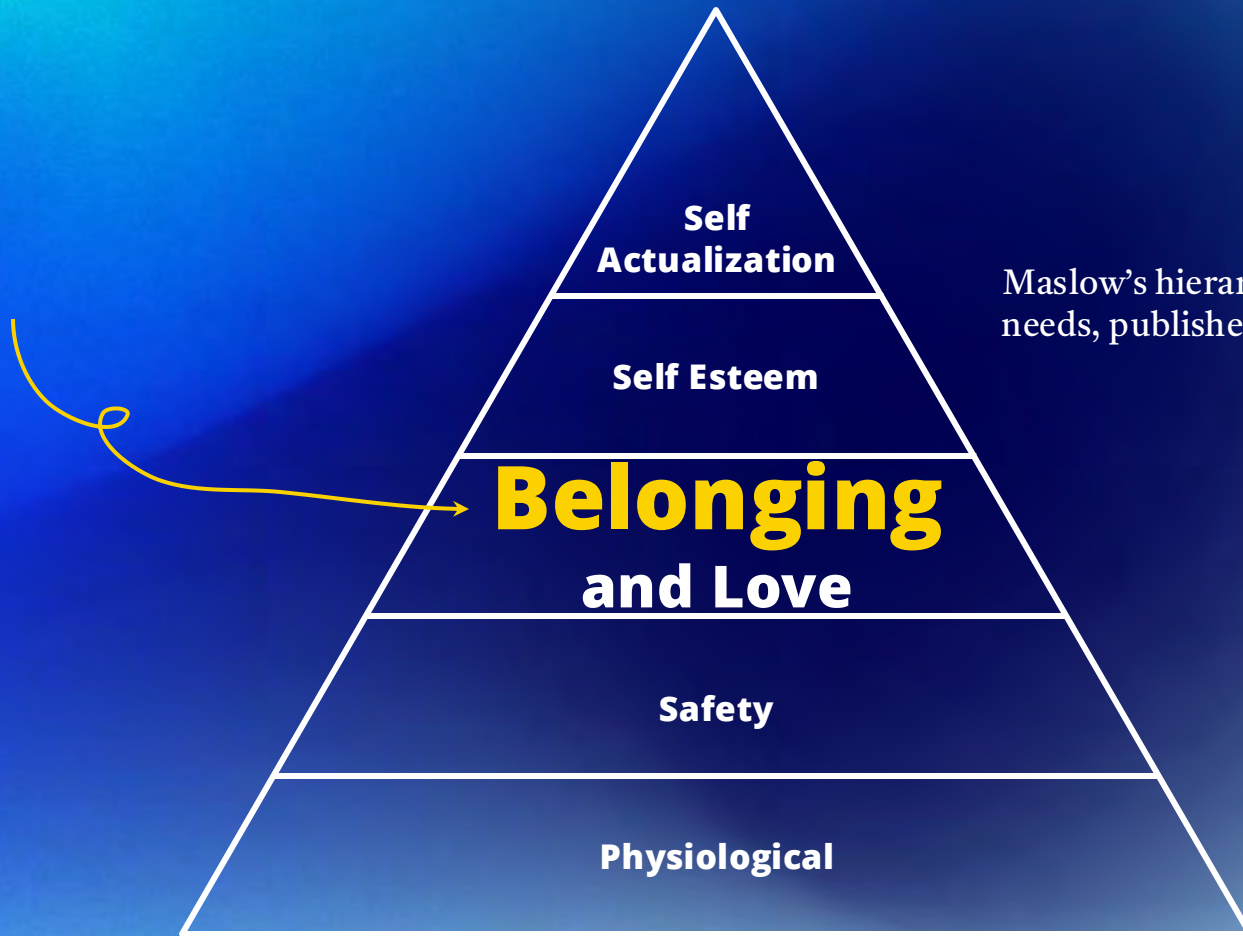




Belonging





Maslow's hierarchy of
needs, published 1954

Productivity
Dip

Return to
Office

Employee
Engagement

Return to
Growth



 **56%**

JOB PERFORMANCE

 **167%**

MORE LIKELY TO RECOMMEND

 **50%**

TURNOVER RISK

 **15%**

VALUE/SPEND



Improve Performance

Reduce Turnover

Increased Recommendations

Increased Product Value

Improve Performance

Reduce Turnover

Increased Recommendations

Increased Product Value

All of the Above!

2.7x

INNOVATION LEADERS

Based on data from the following sources: Boston Consulting Group (BCG) Innovation Survey; McKinsey & Company Innovation Research; Stanford Innovation Review studies; Northwestern University Kellogg School; Deloitte Human Capital Trends Report; Harvard Business Review; Deloitte's innovation metrics research; HBR Innovation Index



**Trust
Safety
Connection**

**Fear
Vulnerable**

**Freedom
Acceptance**

Care

Love

High-belonging teams engage in 74% more information sharing across functional boundaries (Harvard Business Review)

Employees with strong belonging are 3.5x more likely to contribute their full potential to team projects (Gallup Workplace)

Teams with high psychological safety and belonging demonstrate 76% more engagement in constructive debate and idea improvement (Edmondson, Harvard)



Trust
Safety
Connection

Emotion
Social
Cognitive

Friendship
Support

Recognition
Conversation

Learning

Joy

Highly engaged employees are 2.5x more likely to suggest process improvements and new product ideas (Gallup)

Companies with above-average employee engagement report 19% higher innovation revenue (MIT Sloan)

Engaged teams generate 43% more revenue from new products and services compared to disengaged teams (Hay Group)



Trust
Safety
Connection

Emotion
Social
Cognitive

Co-creating
Sharing
Contributing

Sharing
Exchange

Creativity

Curiosity

Building

Play

Cross-functional collaboration increases innovation success rates by 76% (Stanford Innovation Review)

Teams that collaborate across organizational boundaries are 5x more likely to achieve breakthrough innovations (BCG)

Collaborative networks with diverse expertise produce 3x more commercially viable innovations (Northwestern University)

Teams with high belonging scores were 47% more likely to collaborate effectively across organizational boundaries (McKinsey)

Teams reporting high belonging demonstrate 35% more collaborative problem-solving behaviors (Center for Talent Innovation)



Google's Project Aristotle identified psychological safety (a core component of belonging) as the #1 predictor of innovative team performance
Microsoft reported that teams with strong belonging showed a 23% higher rate of innovation and cross-functional collaboration
Teams with high psychological safety are 76% more likely to generate breakthrough ideas (Edmondson, Harvard)
Organizations with strong belonging cultures produce 47% more patents and intellectual property (Deloitte Human Capital Trends)

Belonging

B

E

C

I

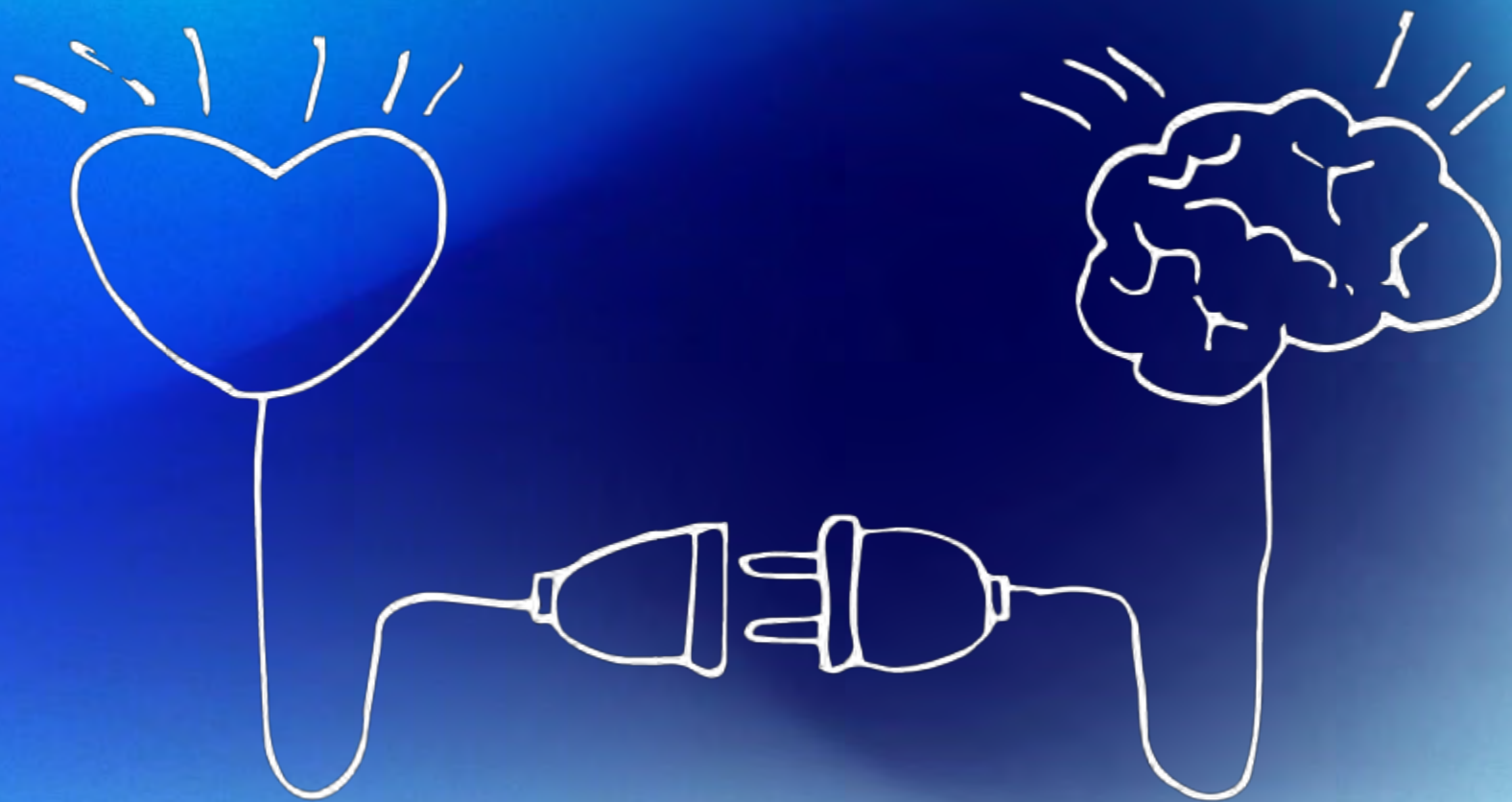
Innovation

Engagement

Collaboration

Tech companies fostering high belonging and collaborative cultures generated 30% more impactful patents (HBR Innovation Index)
Healthcare organizations with high engagement and collaboration metrics implemented 67% more process innovations (Mayo Clinic Innovation Report)
Manufacturing firms emphasizing belonging and cross-functional collaboration reduced new product development time by 38% (Industry Week)





How many of your
organizations are
implementing Belonging
Practices in 2025?





B

Start with leaders

- Model culture from the top



E

Start with a survey

- Employee Engagement & Buy In



Start with teamwork

- Collaboration Training





Belonging

