



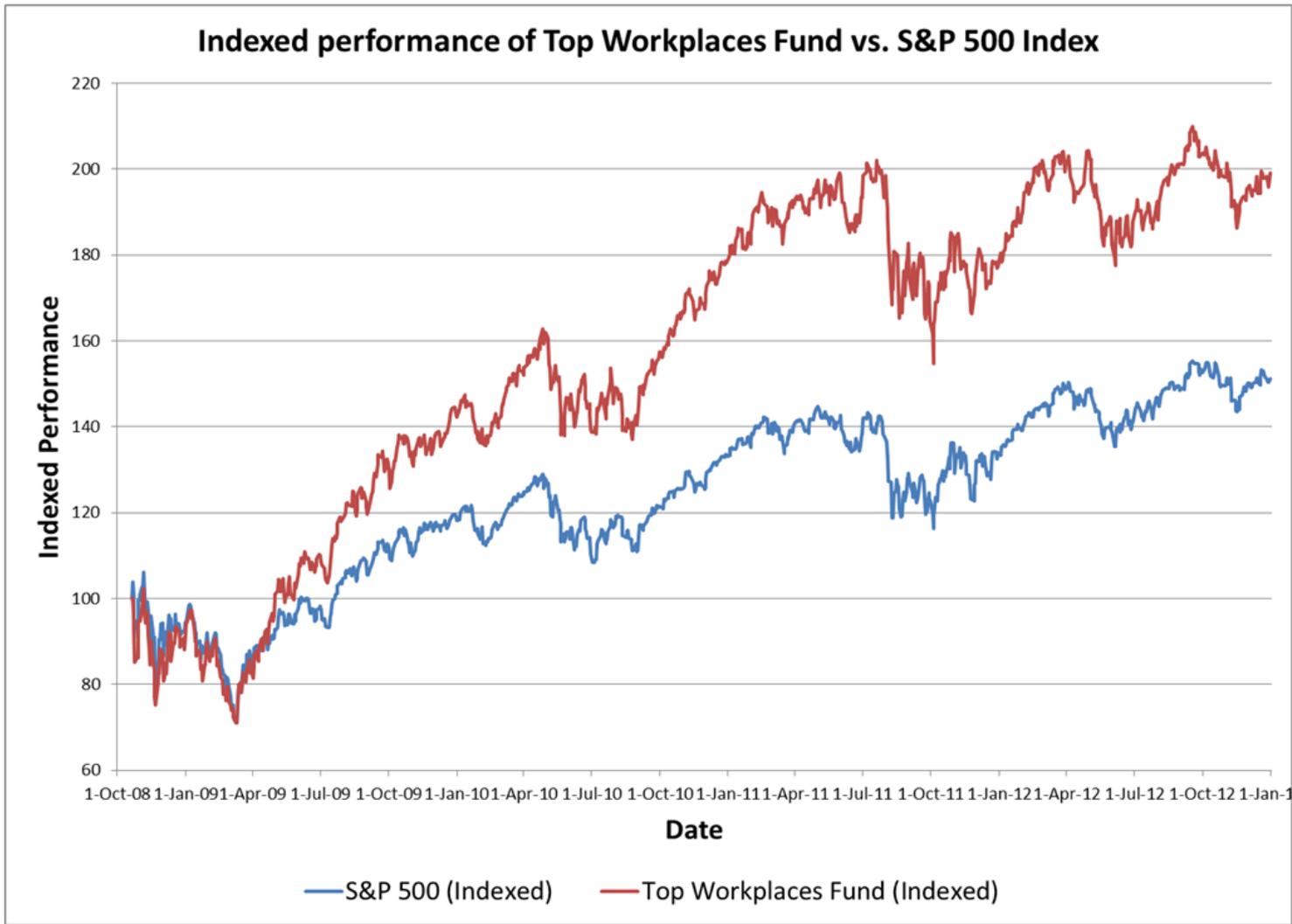
# EMPLOYEE ENGAGEMENT

September 17, 2015



# 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.

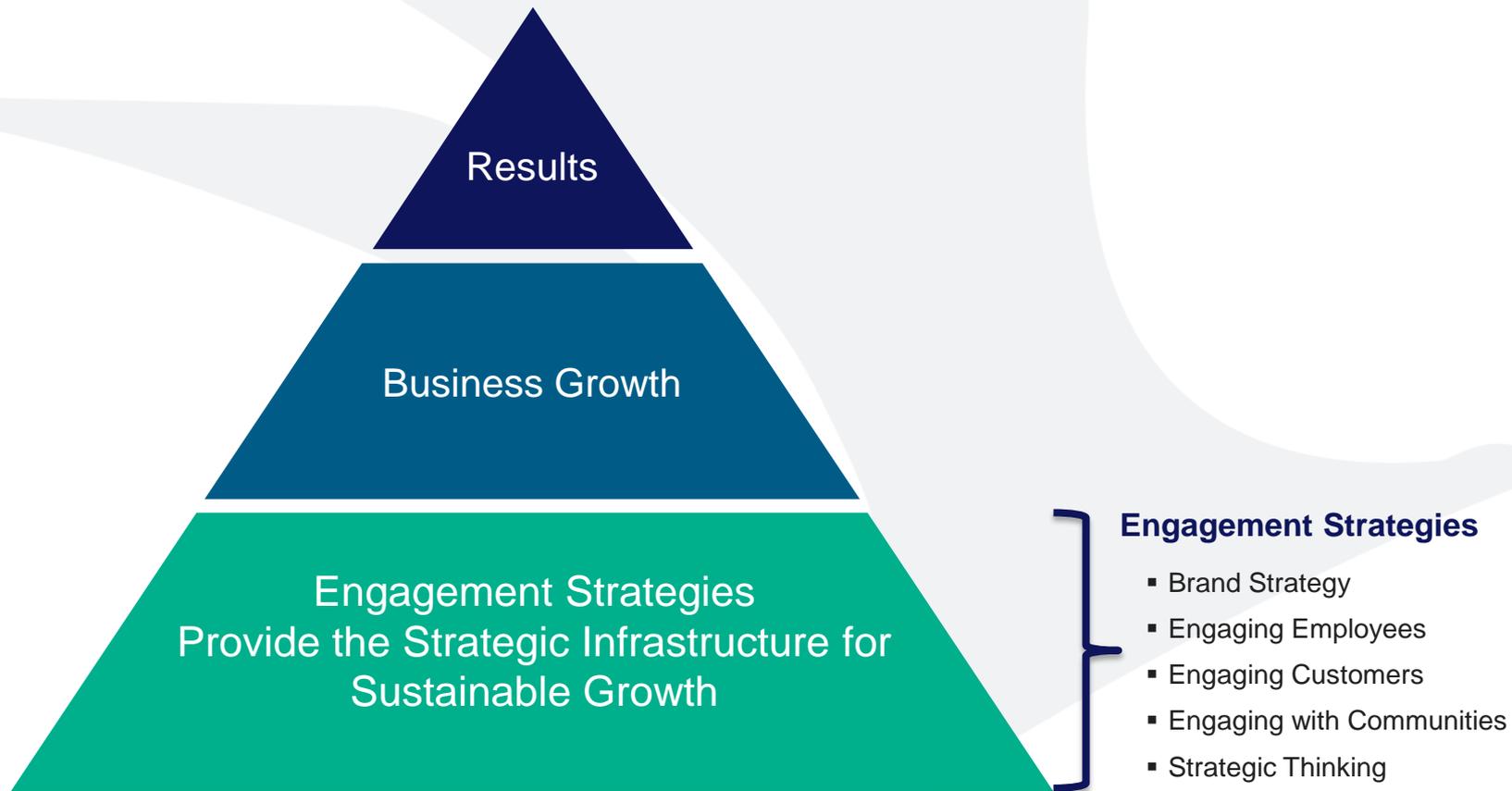


The Top Workplaces Fund comprises stocks of companies that have been published as a Top Workplace and have scored above the top-decile 'Organizational Health' threshold, as measured on the WorkplaceDynamics survey

# 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



# 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 8<sup>th</sup> 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?

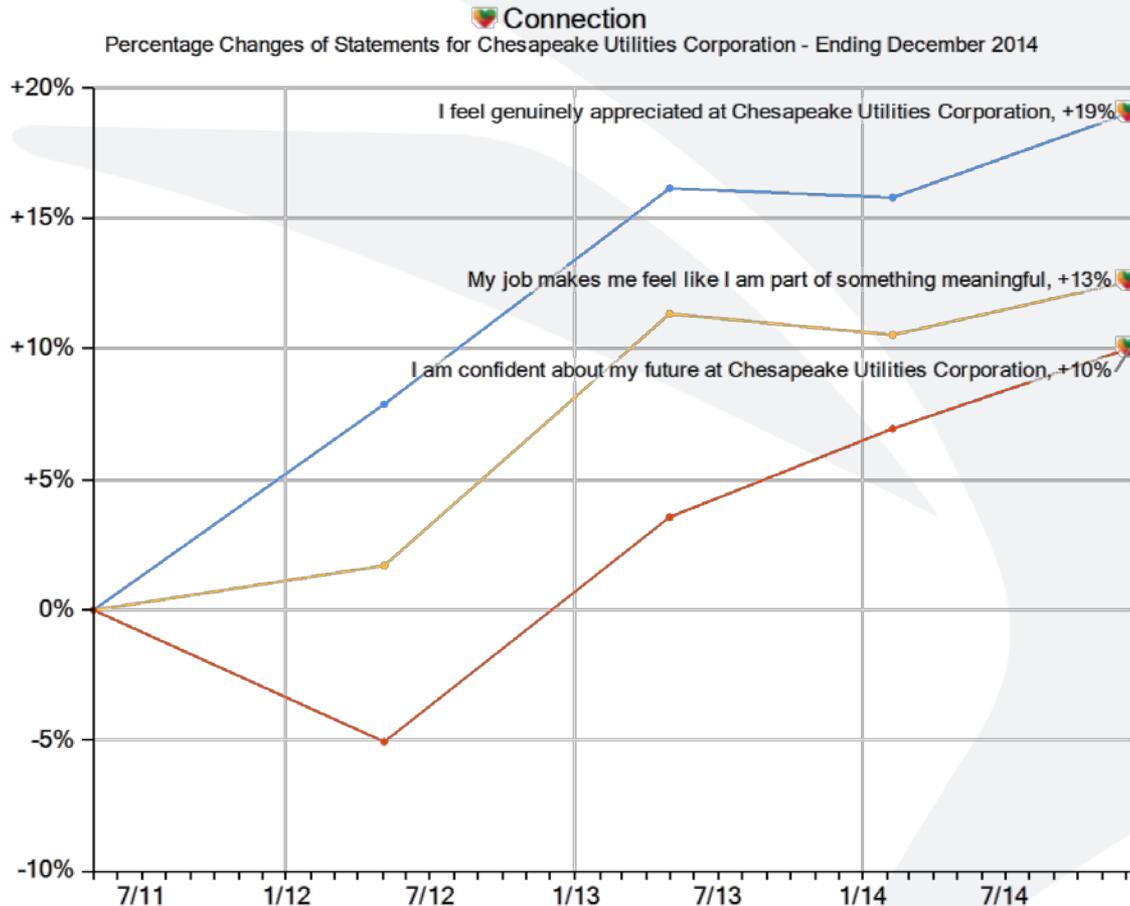
- Surveys
- Facilitated sessions
- We defined our “Brand”
- Brand Rollout
- Continuous Reinforcement

# 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.