

Emotional Spend Investment and Return

Linda McMullin

What is Emotional Spend?

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- Definition
- Formal or informal
- Forms of emotional spend

Why is Emotional Spend important for organisations?

- Emotional connection to the employer
- Stakeholder management
- Staff engagement representative

Positive emotional resource

- Sowing positive emotional resource
- Full strategic intent behind initiatives
- Target emotional connectivity =
engagement

Return on Investment

- How do you cost emotional spend
- What are the return indicators
- What are the benchmarks