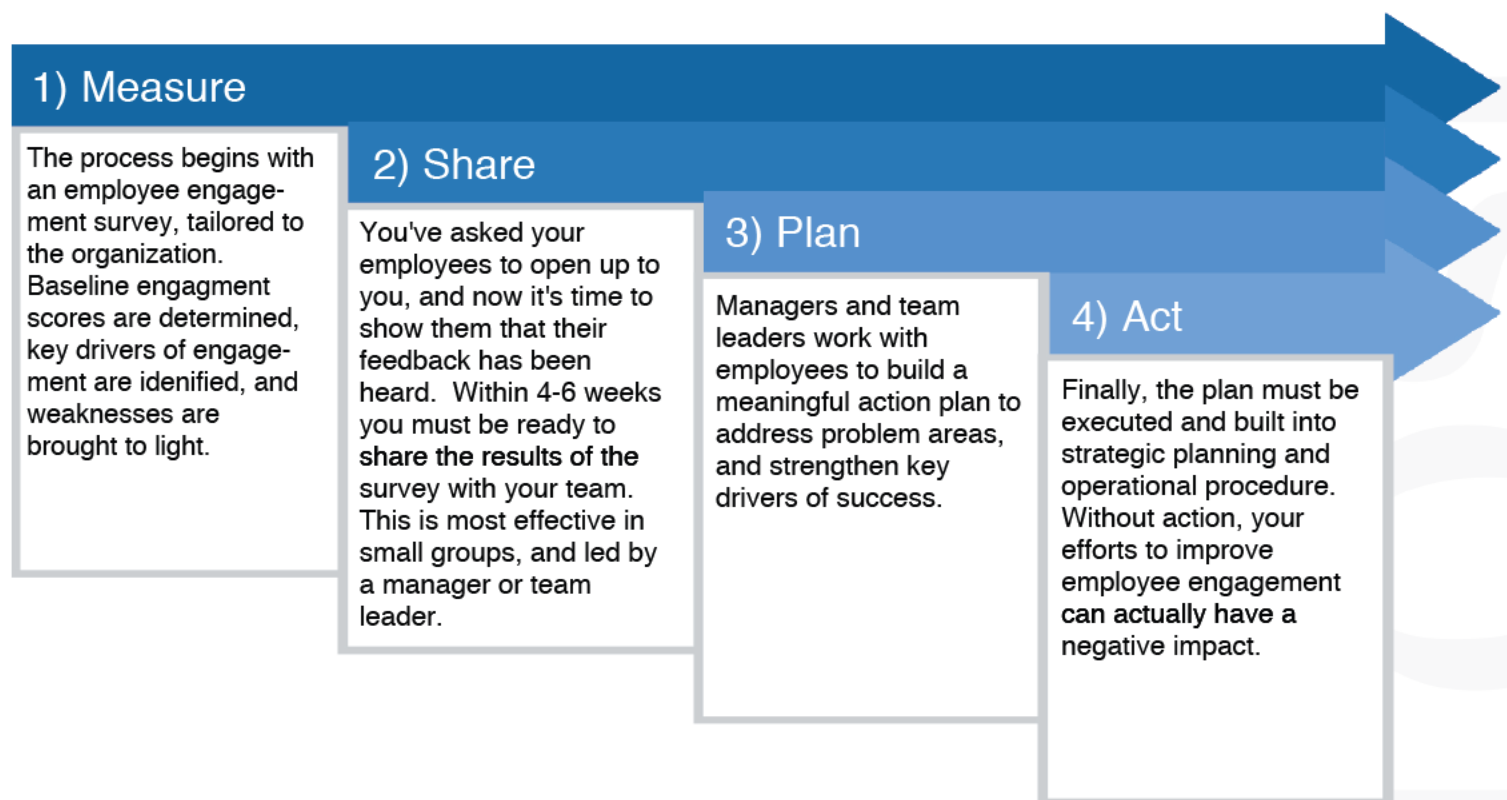


In the U.S., the cost of lost productivity and turnover among disengaged employees is quickly rising. A bad hire or a disengaged employee can often cost the company the equivalent of an annual salary once recruiting, onboarding, training, and poor productivity are tallied. While mis-hires can be mitigated by adopting an effective hiring method, disengaged employees present a huge opportunity for employers to reduce churn and get more out of their teams in the process.

To affect employee engagement, you must start by understanding two key variables: 1) What is the existing level of engagement among your teams? (How big is the problem?), and 2) What is driving engagement? These steps are critical to building prioritized action plans and measuring impact. However, this is only the beginning!

A successful engagement campaign must go beyond measurement. Infosurv's years of experience in this area have helped us to distill the process into a simple, four-step process designed to shift opinion and motivate your employees. We call it the Strategic Success Platform.



### A Case Study

Recently, we had the opportunity to demonstrate the effectiveness of this approach with a client who suspected they were suffering from a lack of organizational engagement. After a thorough review of their organizational structure, known issues, and business objectives, Infosurv designed a survey instrument to establish a baseline measure and to identify and prioritize action plans. The study determined that 25% of employees were actively engaged, 68% were responsive to engagement, and 7% were disengaged with their work. An analysis of the data was shared with the client, and their teams were given the responsibility of acting on the data.

Six months later, a follow-up survey was conducted to assess the overall impact of the baseline study and action planning. The results looked remarkably similar to the first baseline. In other words, it seemed that nothing had changed. However, this was far from reality. (see Figure A on back)

# Four Steps to Increase Engagement

## The Strategic Success Platform

During the 6-month follow-up, Infosurv asked respondents to rate their agreement with the following program evaluation statements regarding steps 2-4 of our Strategic Success Platform:

- A) I reviewed the results thoroughly with my team.
- B) We created a meaningful action plan based on the results of the last survey.
- C) I have seen positive results from our action planning process.

Engagement Segment	Baseline	6-Months
Engaged	25%	24%
Responsive to Engagement	68%	69%
Disengaged	7%	7%

Figure A

Based on their responses to these questions, employees were segmented into four groups, which are outlined in Figure B.

Group 4 represents the subset of employees that participated in each step of the Strategic Success Platform. Groups 1-3 participated in at least one step of the process, but did not complete all steps with their team. By analyzing these groups independently, Infosurv determined that a big change was taking place within the company.

Group 1	Employees do not strongly agree with any program evaluation statement
Group 2	Employees strongly agree with Statement A only (reviewed results)
Group 3	Employees strongly agree with Statements A and B only (reviewed results, action plan)
Group 4	Employees strongly agree with all three statements (reviewed results, created & implemented action plan)

Figure B

At the 6-month mark, engagement levels for Group 4 employees had **increased by 20 percent!**

	Groups 1-3		Group 4	
	Baseline	Post	Baseline	Post
<b>Engaged</b>	22%	16%	30%	36%
<b>Responsive to Engagement</b>	70%	76%	62%	55%
<b>Disengaged</b>	8%	8%	8%	9%

Clearly, positive change was happening within the organization, by why were these not reflected in overall organizational scores?

The answer lies in a further analysis of Groups 1-3, which did not fully implement the Strategic Success Platform. For these groups, engagement levels **dropped by almost 30%**. Nearly across the board, employees in these three groups rated overall satisfaction, willingness to recommend the employer, and likelihood to remain employed less favorably in the follow-up study. These ratings can be compared to Group 4 where top box scores for these metrics **increase by an average of 14 percentage points after implementation!**

The Strategic Success Platform is a proven method for helping you to achieve results like this within your organization, but demands commitment and proper execution. If you'd like to learn more about implementing our approach or need assistance with the process, please contact an Infosurv Engagement Consultant at [sales@infosurv.com](mailto:sales@infosurv.com) or by calling us at 888.262.3186.

For more information on this case study, please visit us on the web at [www.infosurv.com](http://www.infosurv.com).

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