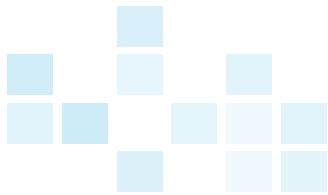


Measuring Employee Engagement



infosurv

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Understanding Employee Engagement Empowers Your Enterprise

- Higher Productivity
- Better Retention
- Improved Customer Satisfaction

In the last several years, much focus has been placed on “trying to do more with less.” However, the difficulty is that many companies struggle with focusing on their strongest asset and largest expense—their workforce.

- “Disengaged employees” cost U.S. employers up to **\$350 billion annually**. (Schweyer 2009)
- **46% of organizations have seen a decline** in employee engagement since 2009 (Hewitt Associates 2010)
- Companies with an engaged workforce posted shareholder returns **19 times higher** than the total stock market index in 2009. (Hewitt Associates 2010)
- As many as **84% of U.S.-based employees** plan to look for new jobs in 2011. (Manpower 2010)

Every good coach knows his or her job is to put their team in a position where they have an opportunity to “win.” Coaches need to have each team member committed to and engaged in success. Understanding the key drivers to engagement is critical to this process.

Employee Engagement Uncovers Your Champions

Employee engagement studies create the opportunity to build a champion team of motivated employees.

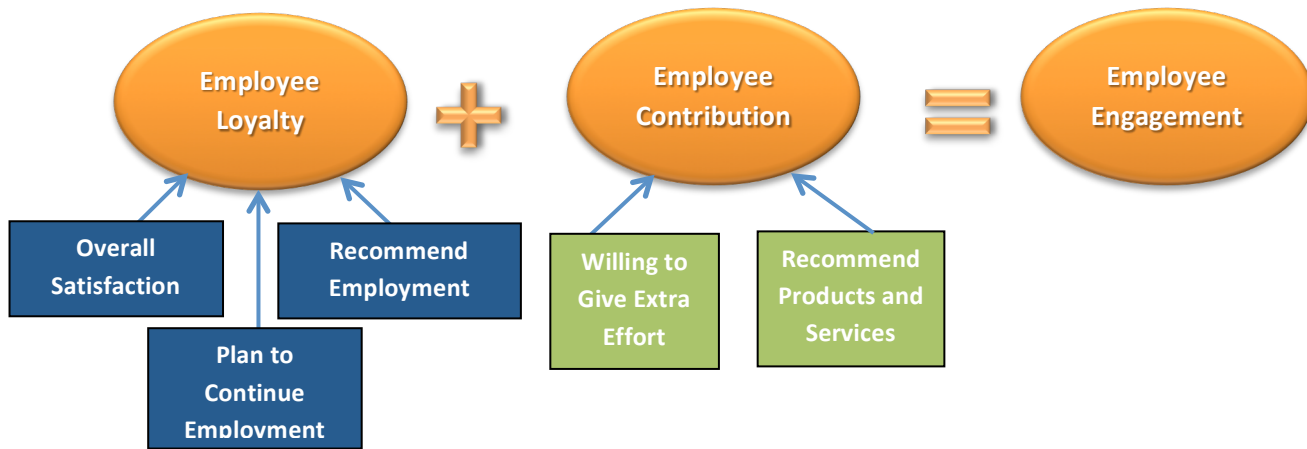
- ✓ Employee engagement **drives customer loyalty**, which creates business profitability. (Northwestern University Forum for People Performance Management and Measurement)
- ✓ Understanding and managing employee engagement can help you make more with less, and **do a better job** in the process.
- ✓ Employee engagement aligns the goals and concerns of your employee base with those of your organization, leveraging discretionary time and transforming “just a job” into an important part of the **individual’s personal identity**.

Over time, employers like you **spend billions** on employee retention programs, compensation and benefits solutions, and hiring strategies meant to create a more productive workforce. To measure the impact, many companies invest in customer satisfaction or loyalty measurement efforts. However, to create loyal and satisfied customers, you must have the *right employees* with the *right resources* in the *right position* to “win.” Measuring only the customer relationship component won’t get you there.

The Employee Engagement approach offers a tool that evaluates the factors that are controlled by the organization and affect your employees’ ability to meet your customers’ needs. It also identifies real ways you can adapt your business in order to more deeply engage your workforce.

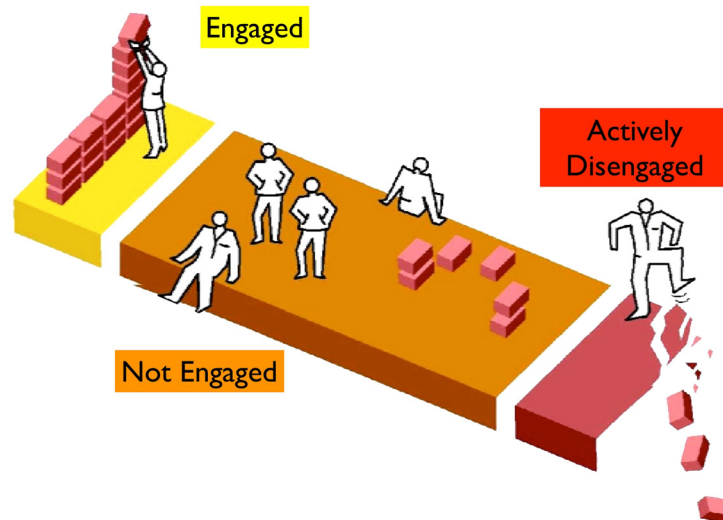


How Does an Engagement Study Work?



Employee Engagement is a component of both employee loyalty and contribution. Employee Loyalty is a combination of overall satisfaction, expectation of future employment and willingness to recommend employment to others. Employee Contribution is comprised of productivity at a personal cost (willingness to go the extra mile) and playing an active non-work-related role in increasing the bottom-line (recommends products).

Employee Engagement Segments



Engaged: These employees put passion into their work and advocate their company to others. They know and do what is expected of them.

Responsive to Engagement: Employees who put time, but not necessarily passion into their work. They are satisfied, but others are not likely to hear about your company from them. These employees are unclear about the company's vision.

Disengaged: They will talk to others, but the conversations may be negative. They may undermine others' efforts rather than concentrate on their own work.

Key Driver and Prioritization Analyses

The key driver analysis* identifies the survey attributes that are most strongly associated with Engaged Employees. Improving on these attributes will have the greatest positive impact on overall satisfaction. By mapping key driver attributes (importance) versus satisfaction (performance), you can prioritize how to most effectively make improvements to your company's work environment and performance.

Key Driver	Importance Index**	Satisfaction
There is adequate planning of corporate objectives.	341	67%
I believe that XYZ is headed in the right direction.	248	69%
XYZ treats me like a person, not a number.	216	85%
I feel part of a team working toward a shared goal.	182	69%
I believe there is a spirit of cooperation across all groups at XYZ.	121	67%
The organization's strategy is clearly communicated.	120	
XYZ's performance review process is effective	102	57%
My advancement opportunities are tied to my job performance.	100	70%

**Indexed to least important key driver



* Relationship is measured by stepwise regression analysis.

Beyond the Survey

Your employee engagement study doesn't stop when the scores are in. Infosurv offers a suite of services that can help you facilitate getting the full results of your survey into actual practice in your business, including consulting that:

- ✓ Prioritizes findings so you can address the most impactful opportunities to better align your business
- ✓ Recommends ways to help demystify any areas of concern
- ✓ Defines how findings can be used to empower your business
- ✓ Develops program recommendations to create greater engagement
- ✓ Helps create a culture of engagement over time, with repeat studies

With an Infosurv Employee Engagement study, you'll have accurate data to:

- ✓ Make fact-driven decisions about employee-related investments
- ✓ Link employee investments to business performance at an enterprise level

Free Demonstration and Sample Report

For a free consultation on how an Employee Engagement might fit in your organization, please contact one of our Research Consultants today. We'll be happy to show you sample reports and sample data that will help you understand precisely how Employee Engagement can help your team better engage with the bottom line.

Call 888-262-3186 and speak with an engagement expert today