

ALTA

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The Value of Measuring Employee Engagement

SPEAKERS

- **Steven Day** | President of National Agency Operations | Fidelity National Financial Family of Companies
- **Shonna Cardello** | President | White Rose Settlement Services
- **David Long** | Chief Operating Officer | DecisionWise

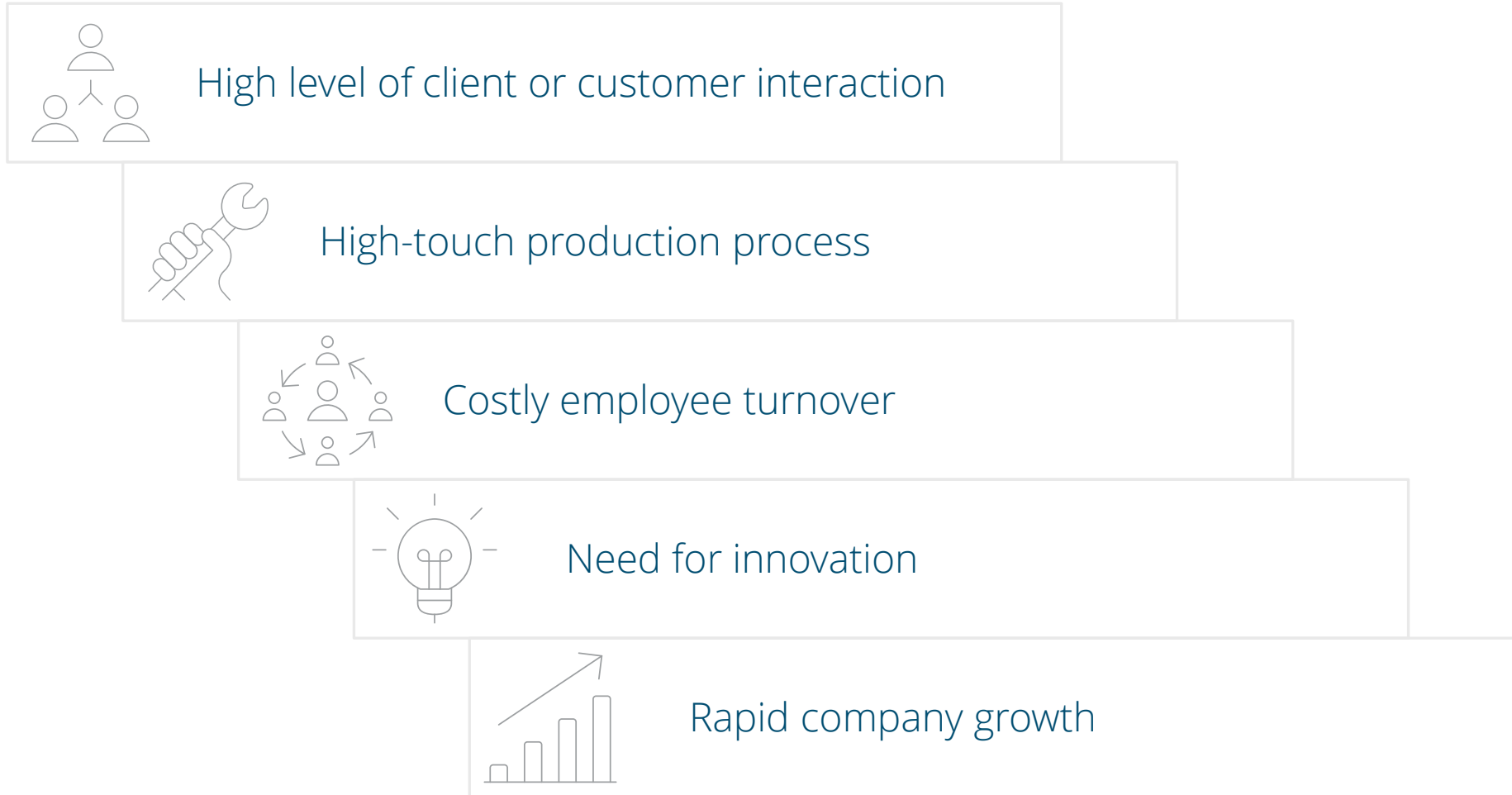


Agenda

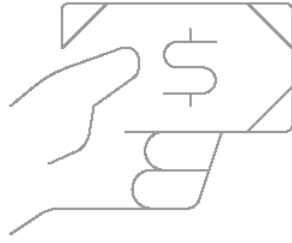
1. Organizations that Benefit from Engagement
2. Defining Engagement
3. 5 Keys to Improve Engagement
4. Sample Engagement Questions
5. Engagement Survey Process



How Critical is Engagement to Your Organization?

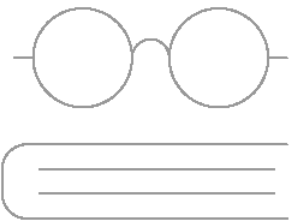


THE ROI OF EMPLOYEE ENGAGEMENT



Employee engagement drives individual performance in an organization, but do companies with more **engaged employees** outperform those with a less-engaged workforce? Can the company show a stronger financial **performance** and operational efficiency with engaged employees?

Scholars, consultants, non-profits, and companies have been researching the **ROI of employee engagement** for quite some time. The correlative data revealed in their research initiatives is significant.



Here are some findings:

INCREASED PROFITS

According to a study¹ conducted for the UK government, companies with a highly engaged workforce experience (over a **12-month period**) a

19.2% GROWTH
IN OPERATING INCOME.



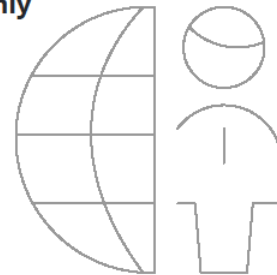
Another study² found engaged companies **grow profits** as much as

3X FASTER
THAN THEIR COMPETITORS.

RETENTION

The Corporate Leadership Council studied² the engagement level of 50,000 employees around the world and found **highly engaged employees** are

87% LESS LIKELY
TO LEAVE THE
ORGANIZATION.



COST OF DISENGAGEMENT

A study³ by McLean & Company found a disengaged employee costs an organization approximately **\$3,400 for every \$10,000 in annual salary.**

The same study found that lost productivity due to **disengaged employees** cost the US economy up to



If companies want to bolster productivity and profitability, increase customer loyalty, and slash attrition and disengagement losses, they *have to* **engage employees.**

Engage your people and see results.
Visit decisionwise.com/engaging-people
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Sources: 1. <https://engageforsuccess.org/wp-content/uploads/2015/08/file52215.pdf>
2. https://www.stcloudstate.edu/humanresources/_files/documents/supv-brown-bag/employee-engagement.pdf
3. <https://hr.mcleanco.com/research/ss/implement-an-action-plan-for-employee-engagement-initiatives>

Definitions:

Culture:

A set of values, norms, guiding beliefs, & understandings that is shared by members of an organization and is taught to new members as the way to feel, think, and behave.

“The way we do things around here.”

Employee Experience (EX):

The sum of perceptions employees have about their interactions with the organization in which they work.

“The impact of the culture on the employees.”

Employee Engagement:

An emotional state where employees feel passionate, energetic, and committed toward their work. As a result, they are more likely to invest their best selves in the work they do.

“The employees’ positive emotional response to the employee experience.”

Engagement is an outcome of...

Employee Experience (EX)



Employee Experience is an outcome of...

Organizational Culture



Improving **ENGAGEMENT** will usually require
improving **EMPLOYEE EXPERIENCE**,
which will likely require adjustments to
ORGANIZATIONAL CULTURE

The Engagement Experience



Engagement

Transformational

Hearts, Spirits, Minds, and Hands

Satisfaction

Transactional

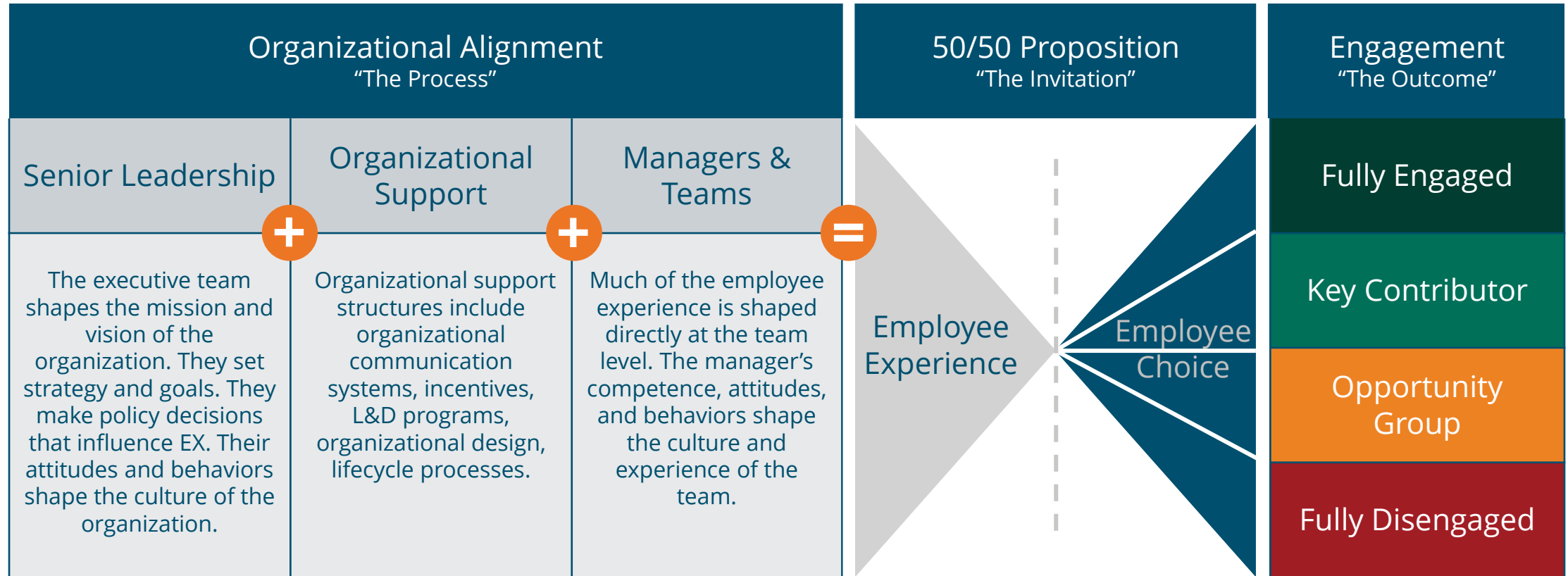
Contractual



ENGAGEMENT **MAGIC**[®]



Engagement Framework



Edge of Org
Influence

Survey Questions Focus on Outcomes

Sample Survey Items:

- I have the tools and resources to do my job well.
- I enjoy working with the people on my team.
- My job provides me with a sense of meaning and purpose.
- I feel like I belong here.



The Engagement Survey Process



Pre-Survey Process

- Provide a list of employees to DecisionWise
- Communicate Survey to Employees
 - Communication template provided by DecisionWise
 - Create a sense of safety around the survey process
 - Help people see the benefit of the survey
- Confidentiality
 - Reporting done in groups of no fewer than 5

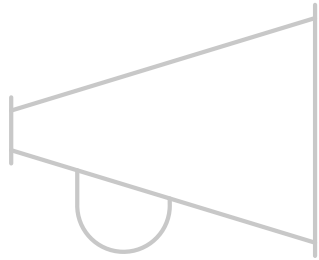
Survey Administration Process

- E-mail invitation goes out to all employees
- DecisionWise monitors participation
- Survey Administered over 2 weeks
- The survey takes most employees **less than 15 minutes** to complete
- Strategic reminder e-mails sent to employees who have not completed survey

Post-Survey Process

- Access to online dashboard with results
- Summary report provided with recommendations for action
- 30 minute call with DecisionWise Consultant to debrief results

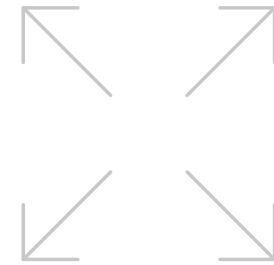
3 Post-Survey Goals



Communicate
Results to the Team



Take Action on
Feedback Received



Expand Ownership
of Engagement

Summary

1. Organizations benefit from engaging their employees when talent is hard to find and replace
2. Engagement is an outcome of a positive employee experience and culture
3. Engagement can be improved through greater meaning, autonomy, growth, impact, and connection
4. The process of administering a survey is easy
5. After the survey is over, focus on communicating results, taking action, and expanding ownership

QUESTIONS?

[ALTA.ORG/BUSINESS-TOOLS/EMPLOYEE-ENGAGEMENT.CFM](https://alta.org/business-tools/employee-engagement.cfm)

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