

Strategic Engagement Survey



How Do You Improve Employee Engagement?

75% of leaders have no engagement plan or strategy even though 90% say engagement impacts business success. (ACCOR)



Features

- Client-specific survey and process design
- Quantitative questions that measure satisfaction, loyalty, morale, and effectiveness
- Capabilities in 8 languages, with ability to add others based on clients' needs
- Qualitative comment questions for thoroughness and depth
- Methods of participation include mail, phone, or Internet
- Dedicated account team throughout the process

How do you measure engagement?

The Strategic Engagement Survey measures employee commitment, morale, and job satisfaction. It identifies strengths to build on, and opportunities for improving engagement – thereby improving productivity and profitability.

Our process for designing and implementing this client-specific survey communicates the employer's interest in understanding the different levels of engagement among disparate subpopulations.

The Strategic Engagement Survey is central to retaining talent and taking your organization to the next level.

Benefits

- Identify factors that maximize engagement, thus increasing workforce productivity, efficiency, and effectiveness
- Retain talent, reduce turnover, and promote culture change
- Learn how to keep diverse subpopulations engaged, productive, and committed
- Demonstrate that leadership cares about what employees think and feel about the workplace

What's Your Engagement Index?*



- Actively Disengaged
- Passively Disengaged
- Somewhat Engaged
- Engaged
- Actively Engaged

*Does not represent actual data display

Actively engaged: Employees who give you more than 100% because they are motivated, enthusiastic and loyal. They improve morale and productivity of other employees. They speak well of you to people they know, and they are always thinking of how to do a better job.

Engaged: Employees that give you 100%—or your money's worth.

Somewhat Engaged: These employees have good days and bad days. They have not reached their tipping point yet, but will eventually move to engaged or passively disengaged.

Passively Disengaged: The “thrill is gone” employees. They can't quit, but they don't want to be here. They will give you just enough to stay out of trouble.

Actively Disengaged: These people have already checked-out mentally. They will leave at the first opportunity. Meanwhile, they are a drag on morale for others and some of them wish bad things on the company.

Strategic Insight Features

- 24/7 Real Time Access to monitor all aspects of the study
- Ability to view participation, Red Flags, Unreachables, and results
- Ability to add names, list Unreachables, and identify Future Potential respondents
- Client-defined alerts for new Unreachables and Red Flags
- Enhanced Reporting Capabilities - Chart building tools for client-specific reporting with access to historical data
- Drag and drop chart building tools for in-depth data analysis
- Client-defined dashboards to track key data
- Cost of Turnover Calculator
- Comment pulse - keyword trends in verbatim comments

Our Methodology

1. Partner with our client in survey, process, and report design.
2. Deliver actionable results and client-specific recommendations, based on best practices.
3. Partner with the client on an Action Plan and assign accountability for results.
4. Monitor Action Plan through real time results or quarterly reviews.
5. Provide consulting, coaching, and training where needed.

"I am writing to tell you how satisfied we are at the Colorado Department of Public Health and Environment with the work done by Strategic Programs, Inc., in conducting our Employee Engagement Survey. From the time we first began discussing this idea with you, you and your staff have been very helpful and thoughtful in guiding us through the process."

*Human Resources Director
Colorado Dept. of Public Health and Environment*



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