



How to Enhance Employee Engagement & Your Organization's Performance

Increasing employee engagement has proven to have a direct, positive impact on productivity, safety, turnover, customer satisfaction & profitability – an impressive list of metrics. And developing a culture of employee engagement begins with providing your employees the opportunity to:

- Tell you whether their key performance needs are being met
- Assess the relationship they have with their manager & the organization

Leaders can then use that valuable, real-time feedback to enhance the performance of the organization – through increased employee motivation & discretionary effort.

It is nearly impossible for an organization to have candid, realistic conversations with each of its employees. But during an employee engagement survey, employees can openly voice their thoughts & feelings about their work experience, their manager & the organization. And an effective engagement survey can consist of as few as 30-40 questions allowing an organization to address its opportunities without getting bogged down in feedback data – or as the southern expression goes ‘not

getting tied up in your underwear.’ And since the topic has been so well researched, the most effective survey questions have already been identified

An Engagement Survey can assist your organization in:

- Understanding where it excels & where it can improve
- Building employee trust by giving each employee a voice
- Comparing to a database its engagement levels - by facility, department, manager & organization-wide
- Implement employee-focused action steps & make smarter HR decisions
- Connect the dots between employee engagement & the bottom line

Effective Engagement Surveys are:

- Protective of the identity of employees which encourages them to respond candidly & thoroughly
- Comprehensive enough to measure employee engagement by facility, department, manager & organizationally
- Tailored to the needs of the organization while including questions for which there is a comparative data base
- Actionable with questions only asking for information for which the organization is willing & able to react

You will want to use a Survey Provider/Partner who will:

- Provide a quick & efficient survey process with tips, templates & expert advice for launching your survey & compiling your results
- Suggest effective closed as well as open-ended survey questions giving employees an opportunity to share examples, experiences & context
- Segment your employee feedback data by facility, department & manager
- Compare your organization’s & each manager’s results to a robust database identifying the areas of high engagement as well as the teams having challenges
- Recommend practical improvement initiatives at the organizational & manager levels
- Bring you closer to achieving your organization’s strategic objectives - now & in the future

Effective steps after an Engagement Survey include:

- The most senior leader thanking employees for their feedback & conveying the survey highlights - such as the issues with which employees are most satisfied & the primary opportunities for improvement – with a timetable for future updates
- Each member of the leadership team meeting with his/her direct report managers to:
 - Review the feedback from that manager’s employees
 - Agree on & document an action plan
 - Then each manager sharing his/her action plan directly with his/her employee team & seeking their reaction
- Expecting all managers to periodically report the status of their action plans to the leadership team

- Assigning the role of Survey Communication Coordinator with the responsibility for ongoing communication. Potentially dedicating an issue of the company's newsletter to highlight the survey feedback & the action steps planned - then conveying the status of the action plan in future issues
- Including their action plan as a part of each manager's performance appraisal & tying their merit & bonus compensation to the implementation of their plan

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