

Driving Results After Your Engagement Survey

Companies around the world use engagement surveys to assess employee sentiment, however they struggle to analyze their data and drive organizational change. Our three-phased approach helps companies take engagement to the next level with best practices for every step of the journey.



From the get-go, align with leadership on company-wide priorities. Share learnings and recommendations on these key initiatives, and provide status updates to the C-Suite on an ongoing basis.

PHASE 1

Analyze Engagement Data

Drive cross-functional alignment, and ensure that you focus on the biggest influencers of employee engagement.

PHASE 2

Partner with Department Heads

Help each department head determine the right focus areas and objectives.

PHASE 3

Drive Department Actions

Encourage department heads to develop an action plan with buy-in from their teams. Enable departments to drive behavior change.

PHASE 1



Analyze Engagement Data

Focus on your biggest engagement influencers to improve employee sentiment

1 Align with leaders prior to survey launch

Identify their willingness to drive organizational change.

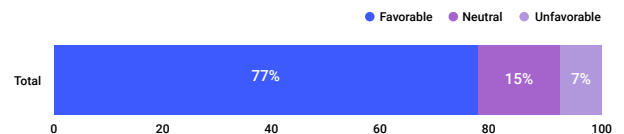
2 Run Survey

We recommend running your survey for two weeks, or until you reach an 80% company-wide completion rate.

3 Identify your overall engagement score and engagement favorability breakdown

The engagement favorability breakdown is the distribution of employees that have high overall engagement (“favorable”), medium engagement (“neutral”), and low engagement (“unfavorable”).

Engagement Favorability Breakdown



Assess favorable, neutral, and unfavorable engagement across your company.

4 Identify the biggest engagement gaps across your company demographics

Slice data by tenure, gender, or other employee attributes.

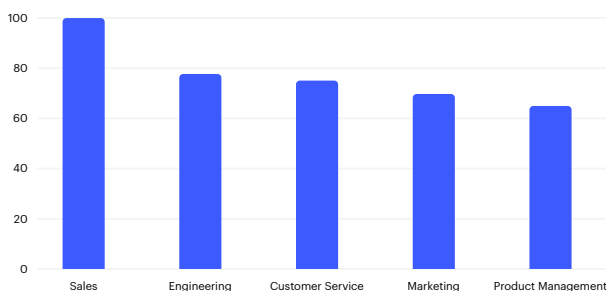
5 Identify the lowest scored top engagement drivers

These drivers have the largest negative influence on engagement, and should be prioritized by leadership.

6 Choose 2-3 focus areas that are most meaningful and aligned with your company's priorities

Develop SMART goals to address these gaps.

Engagement Score by Department



Identify engagement score by department to see which teams are the most and least engaged.



PHASE 2

Partner with Department Heads

Ensure that department heads are focusing on their most important hotspots

- 1 Schedule time with each department head to analyze their group's engagement results
- 2 Identify the department's biggest problem areas
Evaluate engagement measures, drivers, factors, and comments.

Steps for Department Head

- 1 Identify 1-2 areas of opportunity that you want to target for immediate action
- 2 Align with managers on these key priorities

Engagement Definitions

Engagement Measures

Survey questions that comprise your overall engagement score. These questions measure how well your company helps employees reach their highest productivity. Ex. "I work harder at Acme Co. than I have at past companies."

Engagement Drivers

The remaining questions in your engagement survey. These questions help you understand areas in which your company is doing well, and areas that need improvement. Ex. "I am developing important skills through the work I do every day."

Engagement Factors

The themes of the engagement drivers. Themes may include "Leadership", "Career Growth", and "Management".

PHASE 3



Drive Department Actions

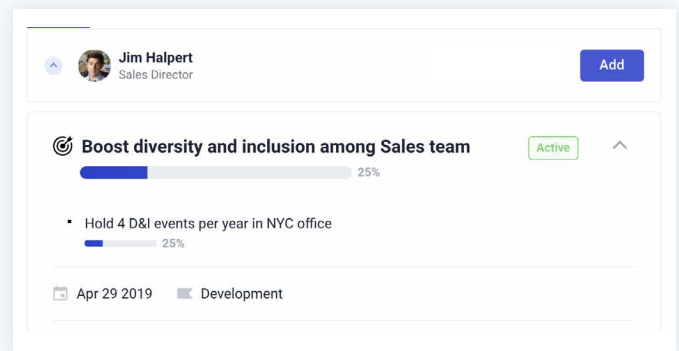
Equip teams for success by driving alignment and actionable next steps – [share these steps with department leaders](#)

1 Set up team meetings to share engagement learnings and receive additional feedback

2 With the input from your employees, craft a vision statement

Example: “In one year, everyone on the Sales team knows how to grow their career and feels that there is diverse representation among Sales leadership.”

3 Based on the vision statement, create an action plan



Managers should create SMART goals based on the action plan.

4 Develop SMART goals in Reflective based on the action plan

SMART goals are specific, measurable, attainable, relevant, and timely.

5 Design and communicate an early win to continue momentum

Examples: holding an education session on career growth, hiring a new Head of East Coast Sales.

6 Check-in with managers on their goals every quarter using Reflective’s check-in form

7 Update your department regularly on wins and progress of engagement initiatives

2019 Q1 Check-in

Filling out feedback for Andy Bernard (Direct Report) Due Jun 24

EVALUATE YOUR GOALS

* 1. Increase female candidates for Account Executive role by 25%

- On Track
- Behind
- Complete
- Adjust

Get updates from managers in quarterly check-ins.