

Employee Engagement Surveys

How do you measure “Employee Engagement”? And why should you care?

Regardless of your business size, consider the cost of ***disengaged*** employees:

Customer Impact

The *attitude and actions of employees* can make or break customer relationships. The actual cost of a lost customer is not just one transaction, but the “lifetime value” of that customer.

Operational Inefficiencies

Delivering *poor quality services, missing deadlines, or sending the wrong product* are all issues which can be readily linked to a disengaged employee. The impact of lost or diminished business can often be substantial, even to the point of threatening the survival of the company.

Organizational Impact

How many people can one disengaged employee affect? Imagine just 5-10 customers, colleagues or acquaintances hearing repeatedly that XYZ Company is a bad place to work. Not only can this *negative buzz* hamper immediate productivity, it can also damage the reputation of the company’s brand in the marketplace and affect the ability to attract quality employees in the future.

Turnover Costs

This includes *replacing key employees and training their successors*, as well as the potential loss of new business opportunities or current customers during the vacancy period.

(Source: Opinion Research Corporation)

A well-designed and well-executed employee engagement survey will:

- Identify ***root causes*** of employee disengagement.
- Identify ***morale-killing issues*** that would otherwise slip completely under your radar.
- Identify operational issues that cause ***lost productivity***.
- Strengthen critical employer/employee communication*** relationships.
- Clarify broad areas of ***employee dissatisfaction*** that you can see but not pinpointed.
- Provide ***tangible, actionable items*** from survey results.

How does it work?

- ❑ The purpose of the Employee Engagement Survey will be to get ***a sense of employee engagement*** in such areas as general perceptions of the organization, safety, climate, employee-supervisor relations, benefits/pay, perception of fair treatment, communication, leadership, and other areas.
- ❑ The survey will consist of general categories and questions, along with selected essay questions. ***The specific categories/questions will be determined by the customer and The EA.***
- ❑ EA services will include the overall design of the survey. The customer will have ***final approval*** of all questions, and the format. Once the survey categories and questions are finalized by the EA and customer, the ***EA does all the rest.*** The customer will be kept informed of progress during the entire project.
- ❑ The ***confidential nature*** of the survey will be stressed to participants in both written and oral communications from the customer's representatives. EA representative Dave Tippett can conduct on-site, pre-survey informational meetings to introduce the survey itself, how it will be delivered, and address issues regarding confidentiality.
- ❑ The survey can be delivered in a blended approach via e-mail and paper surveys. The links in the e-mail notices ***will go directly to the survey housed on the EA website.*** The EA maintains a customized survey software program, which insures confidentiality. The paper surveys can be administered (if needed) in a series of employee meetings, and proctored by Dave Tippett. Completed surveys at each meeting are placed into envelopes that are sealed and delivered back to the EA.
- ❑ ***Final report to management*** will be done by consultant Dave Tippett, in a Power-Point presentation and with printed reports, including data breakouts in graphs and charts.

Let's get started! We're ready to go to work for you.

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