

# EMPLOYEE ENGAGEMENT SURVEYS



## PURPOSE

Employee Engagement research serves as a feedback tool for management, providing baseline and on-going measures of employee perceptions. The ADVANTIS Research & Consulting approach:

- Ensures that the organization meets its commitment to cultivate a work environment in which people and performance flourish.
- Tracks key aspects of employee perceptions that impact key business measures.
- Determines how well employees understand and support the mission and strategies of the company.

## PROCESS

- Design custom surveys to address high-priority issues such as work environment and resources, quality of coaching and development, turnover, customer focus, and clarity of mission.
- Conduct research using multiple methodologies:
  - ◆ Questionnaires (web-based and hard copy)
  - ◆ Focus groups
  - ◆ Telephone
- Deliver user-friendly reports with comparison to norms.

## BENEFITS

- Track key measures that drive business results.
- Provide a basis for timely management action planning.

## CASE STUDY

When a leading publisher decided to conduct an organization-wide employee engagement survey, ADVANTIS Research & Consulting was retained to design the survey, establish a baseline and provide yearly comparisons.

**RESULT:** We created a targeted survey that focused on those aspects of employee perceptions most likely to impact business performance. Our deliverables included: design, data collection, reporting, analysis and consulting on feedback, and action planning.