

i·engage



Fully engaged employees capable and determined to succeed



Those who are not engaged are competent but average and not committed to deliver



Disengaged employees are poor performers and potential leavers

... because engagement matters

The benefits of engagement are well known – engaged employees deliver outstanding service to customers, helping the businesses in which they work to prosper and outperform their competitors.

Employees also benefit – they enjoy their work more, they grow and achieve greater levels of personal satisfaction and fulfilment.

But fostering genuine engagement is not easy. Short-term, one-off initiatives are not enough. A coherent, organisation-wide strategic approach is needed.

And hiring specialist consultants to work on such an open-ended brief can be prohibitively expensive.

Which is why we developed i·engage.

The i·engage programme offers a practical, effective approach to engagement strategy in your organisation.

At a clear and affordable price.



employeeFEEDBACK



Engagement is based on two key dimensions

Engagement has two main dimensions:

Firstly, *satisfaction* with the things that affect performance at work, such as systems and resources, learning and development, communication and line management.

Secondly, *personal commitment* to the organisation and its goals.

Both dimensions must be a part of any engagement strategy.

Leaders and managers must actively support the process of developing engagement.

The i-engage programme – we work with you to **Measure >** **Map >** **Manage >** **Monitor >**

Measure > levels of engagement via ...

Focus groups

We run focus groups involving a cross-section of employees, to provide insight into the main factors influencing engagement in your business.

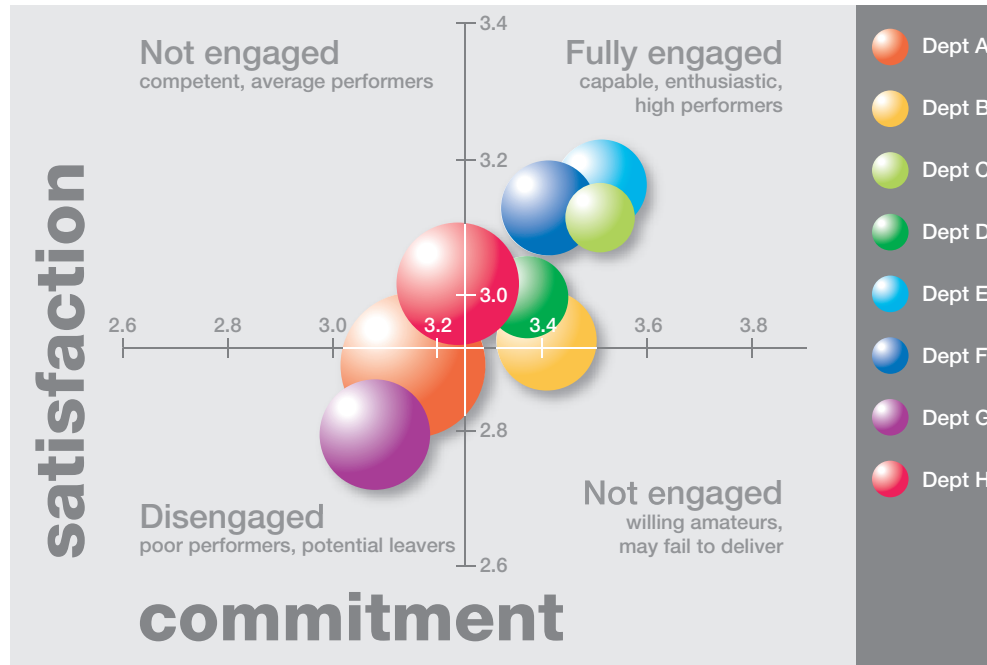
An engagement survey

All employees are invited to complete an online questionnaire based partly on focus group findings and partly on our benchmark engagement questions, to provide reliable quantitative data on engagement levels across the business.

Map > which groups are most and least engaged in our detailed Survey Report.

- Using a unique process, we map (see chart on next page) levels of engagement among all relevant groups of employees (either by location, level or department/function). We also provide a full commentary and demographic analysis of the survey data.
- Normative comparisons with external organisations are included.
- We also explain the reasons why variations exist, what remedial action is needed and where it is called for.
- We set out a roadmap for an effective engagement strategy.





An example Engagement Map showing the distribution of the most and least engaged employees

Manage > the development and implementation of the engagement strategy via ...

A feedback and planning workshop

Survey findings and proposals for an engagement strategy are presented for discussion and agreement by senior leaders and managers.

An action planning process

A plan is developed based on the conclusions reached and the priorities agreed in the planning workshop.

Monitor > progress with a mini-survey, usually six to twelve months after the inception

It is vital to maintain the momentum of any change programme. Running a mini-survey after six to twelve months helps to keep things moving and encourages managers and staff to stay involved with the process.



The benefits of i-engage

After twelve months with the full involvement of you senior team and managers your business will enjoy:

- Higher levels of employee engagement
- Greater employee retention and lower turnover
- Improved customer service and satisfaction
- Greatly enhanced business performance.



What does it cost?

The i-engage programme costs £5,950 + VAT and includes:

- Four focus groups with up to eight employees in each (1 day)
- Online survey of all your employees (up to 50 items)
- Analysis of up to ten demographic groups (e.g. departments, business units, locations)
- Detailed report with engagement maps – normative comparisons included
- Additional reports for each demographic group (charts only)
- Half-day feedback / action planning workshop for leaders / managers
- A follow-up mini-survey, usually held after six to twelve months, based on the same questions and demographic analysis costs £1,500.



Further services

- Additional focus groups (four groups, one day) – £1,200
- More extensive survey questionnaire (up to 80 items) – £1,200
- Additional demographic groups – £150 each
- Exit interviews providing insight into the engagement of selected leavers – £200
- Additional consultant days (when requested and agreed by you) – £1,200.

Necessary subsistence and travel expenses, charged at cost, will be additional. All charges will be subject to VAT.

More information

For more information about Employee Feedback please visit www.employee-feedback.co.uk

To discuss how i-engage could be used in your business please contact us on 0844 567 5050.

