

EMPLOYEE ENGAGEMENT SURVEY PLAYBOOK

All you need to know about running an Employee
Engagement Survey



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What is Employee Engagement?

Are your employees clock watching and just plodding along to get their pay check? Or are they going the extra mile to get the job done to the highest possible standard?

Employee Engagement is an employee's emotional commitment to the organisation and its goals. An engaged employee is one who goes above and beyond core responsibilities outlined in job descriptions. An employee's engagement level is determined by the extent to which he/she finds meaning and autonomy at work.

ROI OF EMPLOYEE ENGAGEMENT

43% HIGHER PRODUCTIVITY

Offices with engaged employees are as much as 43% more productive. Engaged employees work faster, harder and stronger.

87% HIGHER RETENTION

Highly engaged employees are 87% less likely to leave the organization. Investing in employee engagement will help you retain your top employees and decrease your turnover rates.

26% INCREASED PROFITABILITY

Highly engaged employees produce 26% higher revenue per employee. The more engaged your employees are the more efficient they become, lowering operating costs & increasing the profits.



ROI OF EMPLOYEE ENGAGEMENT

41% LESS ABSENTEEISM

Highly engaged businesses have realized 41% reduction in absenteeism! Engaged employees feel that they are part of the organization they work for, and therefore would not want to let them down.

233% INCREASED OWNERSHIP

Ownership means innovation, accountability, continuous improvement, less stress, and high morale.

59% LOWER ATTRITION

Employees who are 'engaged and thriving' are 59% less likely to look for a job with a different organization in the next 12 months.



HOW TO GO ABOUT RUNNING AN EMPLOYEE ENGAGEMENT SURVEY?



Pre - Survey Preparation

- 1 Determine the Survey Objectives** – Why are you doing the survey in the first place? Set a clear objective.
- 2 Formulate an Implementation Plan and Timeline** – Plan a general timeline for the entire process from start to finish
- 3 Involve Stakeholders** - Involve Executive board, HR director and Managers, Line managers, Internal communication department etc.
- 4 Choose a survey medium** – Decide if the survey is to be conducted online or offline.
- 5 Ensure Confidentiality** – Provide employees with the much needed cloak of anonymity and confidentiality.

Steps involved in an Employee Engagement Survey

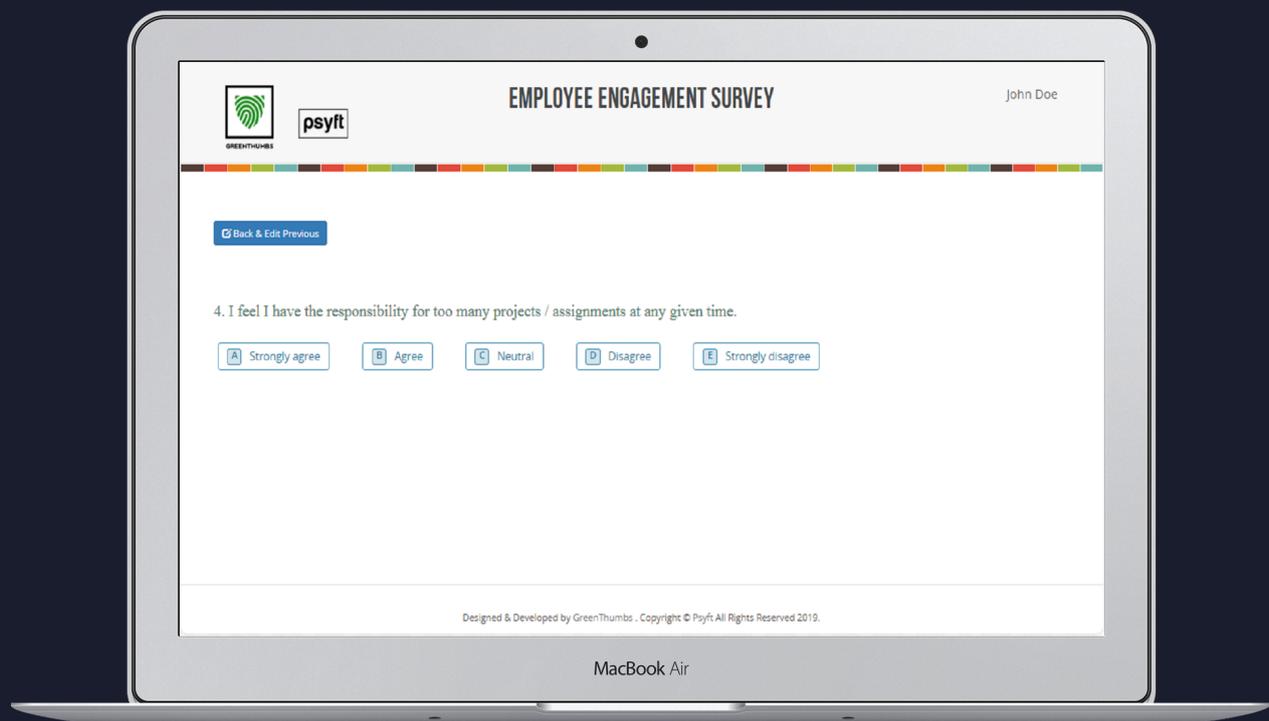


#1 Designing the Survey Questionnaire

At the heart of a successful EES is a well written questionnaire. The key determinants of questionnaire quality are –

- It covers all survey objectives
- It uses simple, easy to understand language
- Statements clearly convey what is being asked
- It does not include leading questions

Quick Tip - It's important to keep the survey length in check. A survey should be short and crisp.



#3 Ensuring Participation

Apart from the pre-survey communication, it is advisable that the company sends out reminders mid-survey as well. This will go a long way in ensuring high participation rates. Using third-party vendors is also known to boost participation as employees are assured of confidentiality and anonymity.



#4 Communicating Results

After the survey is conducted make sure that you communicate the results of the survey to your employees. It is important to let people know what you've discovered in your data. In fact, your employees deserve to know what the results say- after all they were a part of it.

You can organize a short presentation about the results of the survey and then discuss the result with your employees. Your third party vendor can also lead this presentation.



Readiness Checklist

- The objectives of the survey have been clearly defined.
- What issues the survey will help to address e.g. attrition, absenteeism etc.
- Resources needed to run the survey are available.
- The management/ leadership the link between results of the survey & critical business outcomes.
- The leadership will be ready for change.
- There is confidence that all departments will support both conducting the survey and implementing changes mandated by survey results.
- There is a broad timeline in place for conducting the whole program.





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