

» Engagement Echo

Employer of Choice – Employee Engagement – Business Performance





» The Challenge

People are one of the most critical success factors for any business. It is in the engagement of their employees that most successful companies rise above the crowd. Companies with highly engaged people achieve substantially higher commercial performance, resulting in corporate results, return on investment, stock performance, customer satisfaction, or people turnover. Professional employee surveys are oftentimes the only systematic tool to rate a company's employer attractiveness and to gain reliable insights about potential improvements.

Managing the engagement of your people systematically and pro-actively creates a substantial strategic and competitive advantage. The **Kienbaum Engagement Echo** is the right strategic management tool to help you improve your employer attractiveness and the capability of your organization.

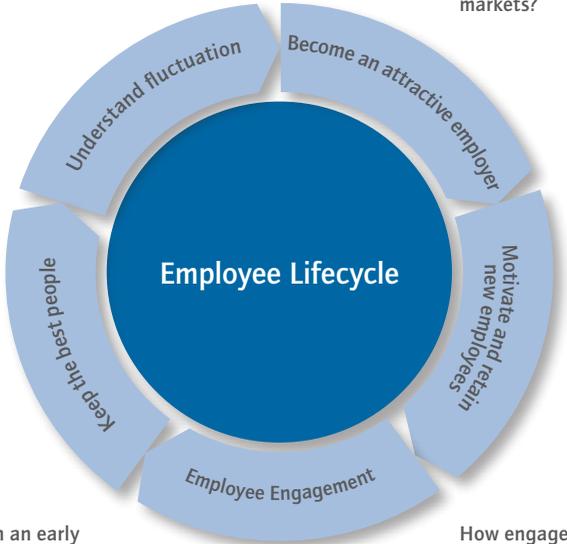
- » What distinguishes highly engaged people from their less engaged peers?
- » How can the "soft" factor of employee engagement be measured?
- » Which factors can be leveraged for a sustainable improvement of your people's engagement?
- » How can effective measures be identified and put to work?

The **Kienbaum Engagement Echo** helps you to provide answers to these questions and to put the engagement of your people into the strategic focus of your company.

What can you do to keep top performers at your company for the long term?

Why are people leaving your company? How could you have kept them?

How can you establish an early warning system to identify people thinking about leaving?



How does employee engagement change over time in different groups of employees?

How is your company seen among potential employees in the labour markets?

Do you live up to the expectations of new recruits to keep them for your company?

How engaged are your people? Are there any differences between groups of employees?

» The Approach

The fundamental framework of our strategic approach to measuring and managing your employees' engagement is established by the employee lifecycle. As a classic component of HR strategy, this translates the goals of your corporate strategy into specific strategic and operational objectives for your HR work.

Actively managing your employees' engagement is also helpful to monitor the success of your HR strategy, tracking it quantitatively and qualitatively over time, and improve it effectively. Our comprehensive approach is designed to help you

- » increase your employer attractiveness for the long term,
- » record the first experiences of new people at your company,
- » learn what motivates your people,
- » track how employee engagement changes over time (segment analysis),
- » understand why people are leaving your organization, and
- » know the right measures to retain your people for your company for the long term.

Applied consistently, employee engagement management should not be considered limited to "soft" indicators, but rather offers an invaluable contribution to your company's strategic objectives.



» The Method

Our statistically sound and valid approach goes far beyond simply measuring staff satisfaction. The engagement index covers both people's internal attitudes and their outward, observable behaviour. Highly engaged people can be identified with accuracy by checking whether...

- » they speak positively of the company,
- » they want to remain with the company for a long time, and
- » they want to commit themselves beyond the normal call of duty to the company.

With the Engagement Index in place, we apply internal and/or external benchmarks to identify your company's characteristic strengths and weaknesses. Our statistical analyses will pinpoint the exact factors that have the strongest impact on engagement in your company.

We concentrate on identifying the right levers to increase your people's performance and to boost your attractiveness as an employer. We research a range of motivational factors concerning your people's tasks and responsibilities, career and development opportunities, processes, communication, management, or leadership to identify the right targets and priorities for interventions that could improve your workforce's engagement score.



» The Advantages

Strategic Alignment

Instead of a simplistic staff satisfaction survey, our Employee Engagement Index constitutes a meaningful indicator with clear reference to your company's commercial success and the role of all factors influencing engagement at your organization. Our special expertise lies in the full strategic embedding of our surveys.

Flexible Survey Designs

Our bespoke, client-specific survey design pays due consideration to your company's specific needs and can include benchmarkable questions from our set of standardized survey questions. We can go beyond the Engagement Index to produce optional indexes on leadership, corporate culture, well-being or service quality.

Practical Focus

Combining our comprehensive HR and methodological competence allows us to identify the specific causal mechanisms at play and define and prioritize the right measures to leverage the main factors of influence.

Complete Service

Our many years of project management experience guarantee an efficient execution of the project with all-inclusive support. We can support you in all coordination processes with the relevant committees and stakeholders and in the design of a fitting communication strategy.

High-Performance Technology

By using highly specialized and robust IT systems, we ensure the safe execution of the survey and the quick production of salient results. If requested, we can offer a dedicated online reporting tool to allow you to process the results according to your own specifications.

Benchmarks

With our store of employee surveys and in-depth studies, we can draw on a broad range of external benchmarks for individual countries/regions, selected sectors of industry, or sets of socio-demographic variables.

Internationality

With Kienbaum's international reach and our cooperation with ORC International as our global employee research partner, we can provide competent advice across the world's leading business hubs.



» The Project Cycle

Our experience shows a five-step approach to be most effective for projects of this nature, supported by on-going project management and communication activities:

1. Survey Design

- » Kick-off in the project team and coordinating the strategic context and objectives of the survey
- » Designing and coordinating a bespoke survey questionnaire with the relevant committees and decision-makers
- » Analysing the organizational structure to plan the reporting routines and develop audience-specific report layouts
- » Defining internal/external benchmarks
- » Designing the follow-up process

2. Implementation

- » Programming and testing of the survey
- » Collecting the data (online, pen-and-paper, or a combination of both)
- » Providing alternative survey means, such as phone or handheld options
- » Monitoring and regular updates about response rates
- » Providing technical support, such as hotlines or email support



We ensure close consultation with your project team during the entire implementation of the project.

3. Data Analysis & Reporting

- » Processing the results
- » Analysis by locations, departments, countries, gender groups, workforce segments, or age cohorts
- » Processing benchmark data
- » Producing reports for the company as a whole and its constituent units

4. Presentation of Results & Intervention Planning

- » Presenting the aggregate results in the project team, with intervention proposals
- » Presenting the results to the board/top management
- » Presenting the results on the departmental level

5. Follow-Up Process & Intervention

- » Training multipliers/recipients
- » Introducing corporate and departmental activities
- » Lessons learnt and continuous improvement
- » Adjusting strategic goals in line with the survey results



» The Supply

Do you want to capture the Engagement Echo of your people and develop it effectively for the good of your business?

Decades of intensive cooperation with domestic and international clients from a wide range of industries and markets has given us the experience and expertise required for conducting bespoke and efficient staff surveys at small or medium-sized businesses and large corporations alike.

With the sociological, psychological, and commercial expertise of our consultants, we amplify the voices of your people to produce an audible echo for your company. Our applied consulting skills are a sure source for your success.

Do you want to learn more about the **Kienbaum Engagement Echo**?

Please feel free to contact us by phone or email:

Kienbaum AG (Switzerland)
Human Resource Management
Phone: +41 44 306 42 40
Fax: +41 44 306 42 49
zurich@kienbaum.com

For further information, please visit us at:

www.kienbaum.ch

