

MAY 2020

GETTING THE BEST OUT OF YOUR TEAM  
**EMPLOYEE ENGAGEMENT RESEARCH**

WHY IS IT IMPORTANT FOR YOUR BUSINESS?

# TOPICS COVERED

What is <b>Employee Engagement</b> Research	<b>03</b>
Difference Between <b>Engagement &amp; CSAT</b>	<b>05</b>
Why is Engagement Research <b>Important</b>	<b>06</b>
Measuring Different Aspects	<b>07</b>
<b>Effectively</b> Measuring the Engagement	<b>08</b>
<b>Actionizing</b> Based on the Research	



# WHAT IS EMPLOYEE ENGAGEMENT RESEARCH?

## Importance of Employee Engagement in the present business scenario



### What is Employee Engagement?

Employee engagement is the extent to which employees feel **passionate** about their jobs, are **committed** to the organization, and put discretionary **effort** into their work.



### Why do companies need an engaged workforce?

Engaged employees look at the whole of the company and **understand their purpose**, where, and how they fit in. This leads to better decision-making. Organizations with an engaged workforce **outperform their competition**.



### What is employee engagement research?

Employee engagement research have been developed specifically to measure the employee **performance, strategic alignment to the culture, mission, & vision of the company, the competency and satisfaction** of employees.

# DIFFERENCE BETWEEN CSAT & ENGAGEMENT RESEARCH

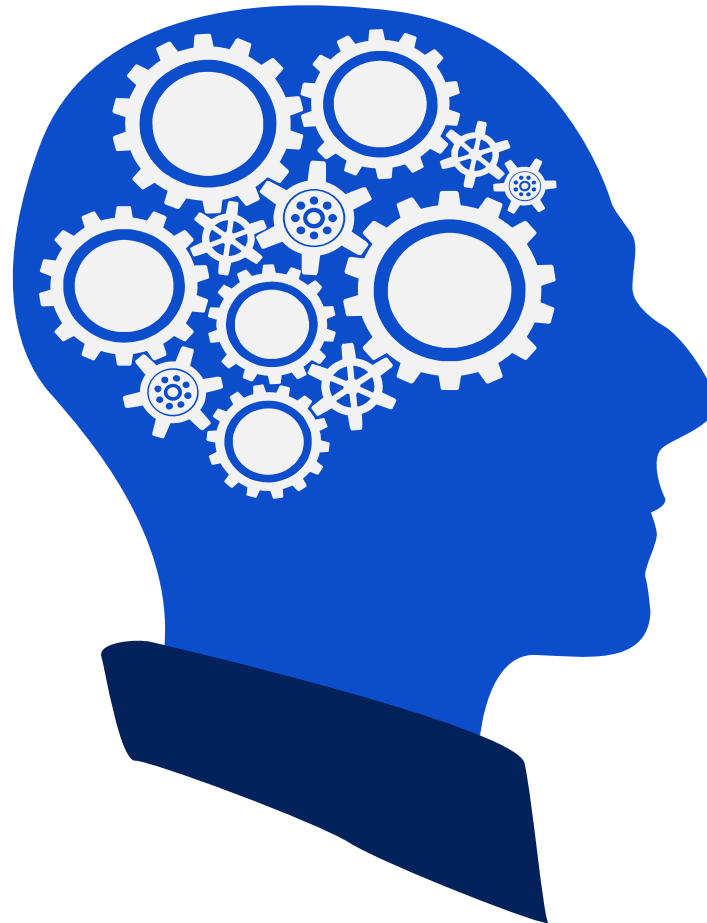
## Why is it not same at the employee satisfaction research?

- While the terms “employee engagement” and “employee satisfaction” may sound sort of like the same thing, they are actually quite different

### Employee Satisfaction

It is the state of a worker enjoying their job — but not necessarily being engaged with it.

Imagine the employee who gets to show up to work early and leave late without contributing much or breaking a sweat.



### Employee Engagement

It is something that occurs when workers are committed to helping their companies achieve all of their goals.

**Engaged employees are motivated to show up to work every day and do everything within their power to help their companies succeed.**

Low engagement can be caused by several factors including lack of recognition by managers, poor company communication and not being aligned with the mission of the company.

# WHY IS ENGAGEMENT RESEARCH IMPORTANT

## Aspects important to the organization



### RETAINING EMPLOYEES

- ✓ Engaging employees is critical for retaining valuable talent and is an important piece of the employee satisfaction puzzle; as disengaged employees are more likely to leave their jobs.

### HIGHER PRODUCTIVITY

- ✓ Employees who are engaged at work are more likely to be productive on a consistent basis – which leads to more revenue. Companies with a high level of engagement report 22% higher productivity according to research

### ENGAGEMENT WITH THE ORGANIZATION

- ✓ It measures how engaged employees are with the organization as a whole, its vision & goals, and by extension, how they feel about the management.

# MEASURING DIFFERENT ASPECTS

## What constitutes employee engagement?

### Culture of Engagement

- ✓ Does your organization has a culture that motivates, empowers, challenges and respects employees?

### Strategic Alignment

- ✓ Do employees understand where the organization is headed and how they contribute to the organization's success?



### Work Satisfaction

- ✓ Are employees satisfied with the various factors like work-life balance, promotions, trainings etc

### Sense of Purpose

- ✓ Are managers clearly defining expectations, holding employees accountable and focused on delivering results?

### Barriers to Growth

- ✓ What other things could impede your organization's ability to grow and execute the strategy

# EFFECTIVELY MEASURING ENGAGEMENT

What are the questions to be asked?

## INDICATORS

	Sample Questions
<b>Pride</b>	I am likely to recommend this organization to friends or peers as a great place to work
<b>Commitment</b>	I have a solid picture of the company's future direction and my place within it
<b>Connection</b>	I can clearly see how my work contributes to the company's mission and success
<b>Motivation</b>	I feel personally driven to help this organization succeed

## DRIVERS

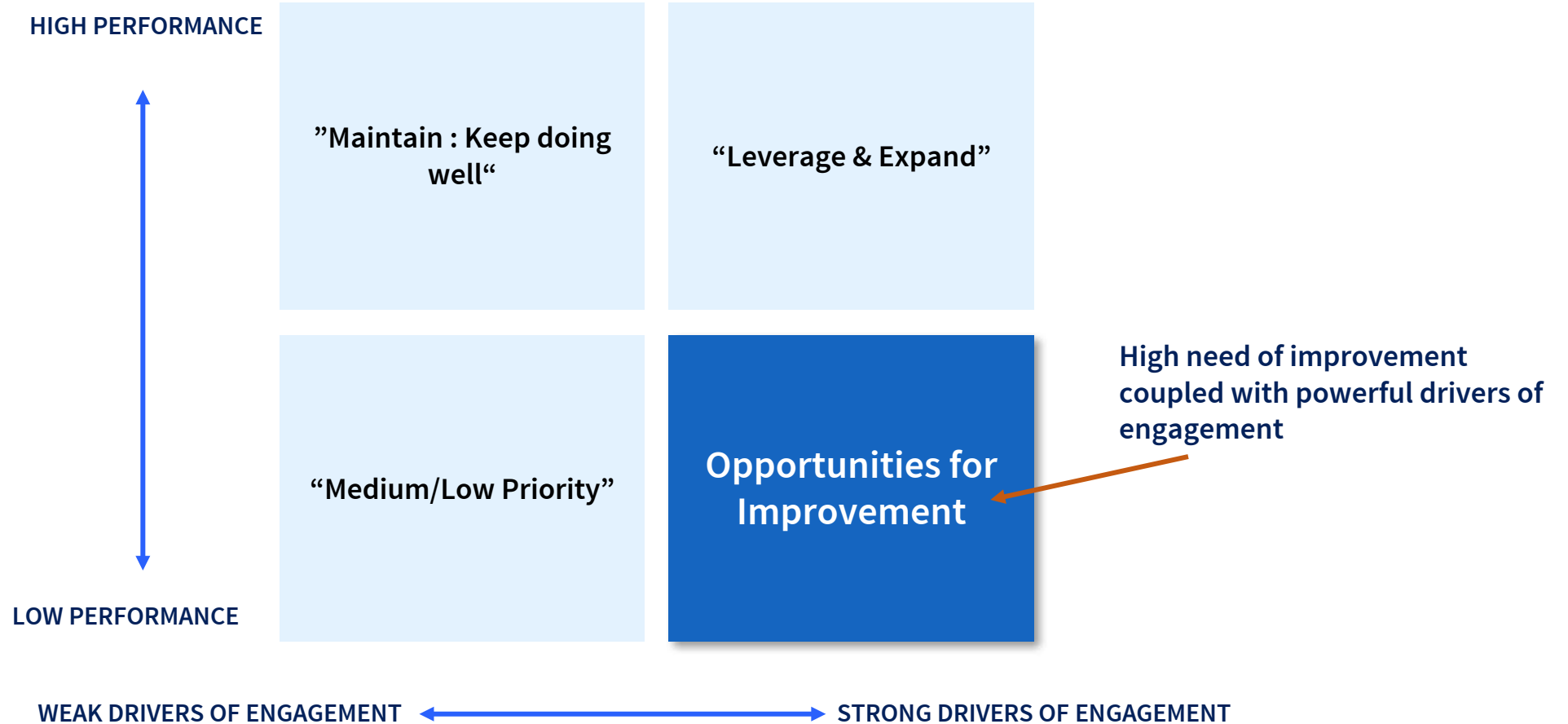
	Sample Questions
<b>Purpose</b>	I have a clear understanding of my company's strategic goals
<b>Growth</b>	I have ample opportunities to learn and grow
<b>Communication</b>	Senior leadership communicated well with the rest of the organization
<b>Relationship</b>	My direct supervisor gives fair and practical feedback to help me improve my work
<b>Wellness</b>	With my current workload, I am able to satisfy both my job and personal responsibilities
<b>Relationship to Team</b>	If something unexpected comes up, I know where to turn for help
<b>Autonomy</b>	I have enough information to make good decisions about my work

# ACTIONIZING BASED ON RESEARCH

## How to prioritize action based on research

Improving engagement should be focused on dimensions exhibiting a combination of **low performance scores and strong drivers**

Focusing on the lower dimensions scores exclusively may not fully address what is needed to **target and improve engagement**





# GET IN TOUCH WITH US

Let us work together to create long lasting impact

Knometrix Technologies Private Limited  
616, Oxford Towers, Kodihalli,  
Old Airport Road, Bangalore 560008  
[www.knometrix.com](http://www.knometrix.com)  
[info@knometrix.com](mailto:info@knometrix.com)

We are a global Market Intelligence and Data Analytics company.

Copyright © Knometrix 2020 – All rights, including copyright, in the content of our webpages and publications (including, but not limited to, our reports and blog posts) are owned and controlled by Knometrix Technologies Private Limited. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

