



The Survale 2016 Employee Engagement Survey

Executive Summary

Employee engagement is a hot topic in HR these days. Intuitively, we know that communication is the number one way to improve employee engagement, but **Survale's 2016 Employee Engagement Survey** reveals a strong divide between desired state and reality when it comes to engagement.

We surveyed over 5,000 HR professionals, and of the 200 qualifying respondents nearly 80% said they wish their company would ask for more feedback.”

Furthermore, more than half believed their organizations could achieve over 30% more engagement within their workforce.



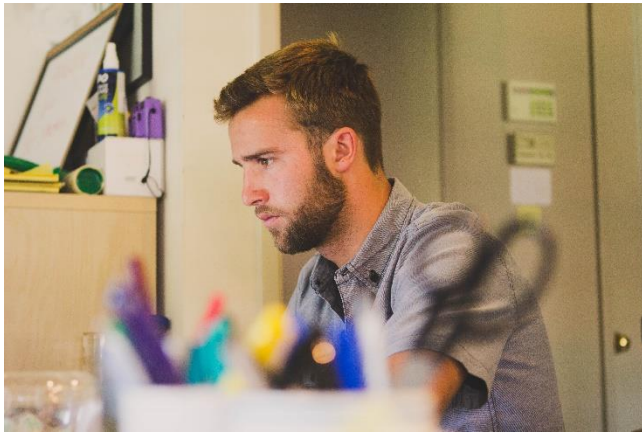
These are striking numbers that suggest a significant opportunity for organizations interested in increasing engagement and enjoying the attendant benefits.

According to Gallup¹, companies ranking in the upper quartile in employee engagement outperformed lower quartile organizations by as much as 10% for customer satisfaction, 22% in profitability, and 21% in productivity.

Survale's survey also showed a lack of clear agreement on what to measure and how to measure it, revealing the relative newness of employee engagement and satisfaction as a key success driver. One thing is clear, however: With potential double digit profit and productivity gains on the line, organizations would be wise to sort out their engagement strategy and programs before their competitors do.

¹ Gallup.Com provides data-driven news based on U.S. and world polls, daily tracking and public opinion research.





Importance of Collecting Employee Feedback

Nearly **80% of HR professionals** surveyed wish their organization would ask for employee feedback.

“It doesn't feel as though the opinions and ideas of the regular employees often lead into significant change” - *Survey Response*

This result speaks for itself. There is no question that employees desire more feedback. And while there may be avenues for feedback during periodic surveys and performance evaluations, employees will continue to desire more feedback if they are not seeing a systematic and regular gathering of such, and clear actions that have been taken on this feedback. In many respects, regularity, structure and visibility is as important as content when it comes to employee feedback programs

Organizational Execution of Feedback Programs

While most respondents desire more feedback, a large portion believes that their organization properly measures feedback. **47% of those surveyed** somewhat agree or

strongly agree that their organization properly measures employee feedback. That said, another 41% ranged from neutral to strongly disagree. According to the comments we received, most employees feel surveying their feedback is a necessary first step in employee engagement. Again, the survey seems to support the notion that structure and visible change is as important, or more important, than the act of gathering feedback itself.



“I feel like the organization points fingers constantly and my manager is constantly not helping” - *Survey Response*

Choosing Metrics

So, engagement is very important to most workforces, but how do they choose which employee engagement metrics to track and measure? **33% of respondents do not track metrics**, and 27% had no response, but it's the "Other" responses that were interesting. Some said surveys were the tool of choice as well as, best places to work publications, external vendors, consultants, and research, to round out the list.

The bottom line? Organizations have no clear standards for what and how to measure employee engagement.



Employee Alignment Efforts

When we asked how tracking metrics impacted employee alignment efforts, **12% of people thought this made their teams 10% more aligned**. 13% thought this made their teams 20% more aligned. We think they were generous in their estimation because more than 50% of respondents went with "Other" or "No response" suggesting that there is no clear method for tying engagement metrics with clear productivity or alignment gains.

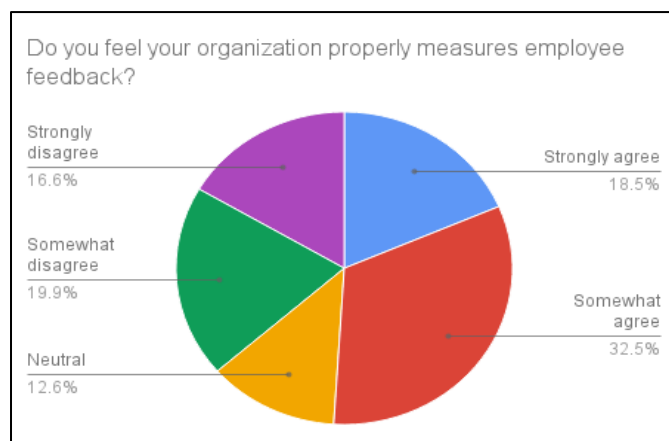
"We ask employees to take the assessment, however, there is no follow up from the senior management. So nothing changes." - Survey Response

Just more than half (56%) of respondents said communication is the key metric in measuring engagement. Just less than half (45%) said work enjoyment was the most important metric. When we asked how often feedback is gathered, 19% said annually, while 16% said not at all.

"Formal feedback is measured quarterly. Departmental feedback is measured in frequent pulses." - Survey Response

Online Employee Conversations

Much is made of using online chat technologies for engaging employees is real-time engagement and satisfaction discussions. While there is promise in using these kinds of technology-aided interactions, few are actually experimenting with them.



Unique Metrics Tracked For Strategic Use

We asked what unique metrics participants use to track strategic engagement. Responses ranged from managerial effectiveness to trust in senior leaders. Some of the more insightful responses included:

“Primarily engagement, work-life balance, management effectiveness, professional growth”

“We specifically measure alignment with goals and the business strategy as well as communication and trust in senior leaders”

“Completion of Critical Operating Tasks set by the CEO”

Conclusion

One thing came through loud and clear in comments throughout the survey: **Do something.**

"Just get started. It won't be perfect out of the gate, but something is better than nothing. Just be sure to do something with your data, whether that's improve the environment or to inform the selection of better metrics, don't waste your associates' time and input through inaction." - Survey Response

The road may start off rocky, but finding the potholes on the bumpy road to a winning company culture is the first step to filling those holes and creating harmony on the team.

For more information about Survale's "always on" employee engagement analytics solutions, visit www.survale.com