

Listening to your Business: *Going Beyond Engagement to build a Smarter Workforce*

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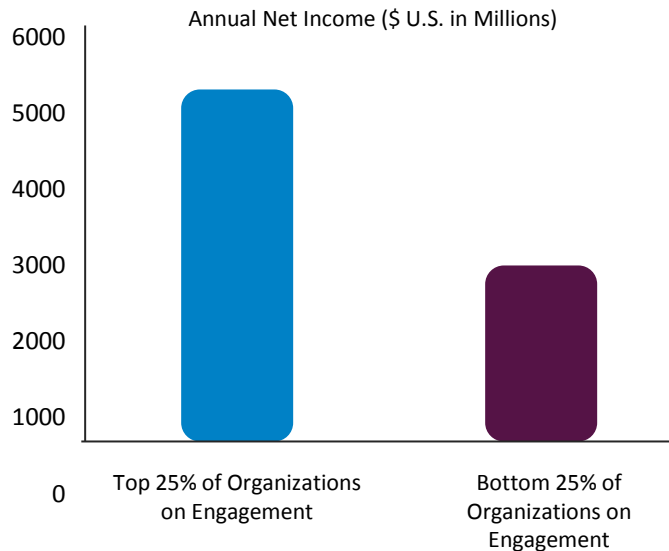


Research Shows That Engagement Matters

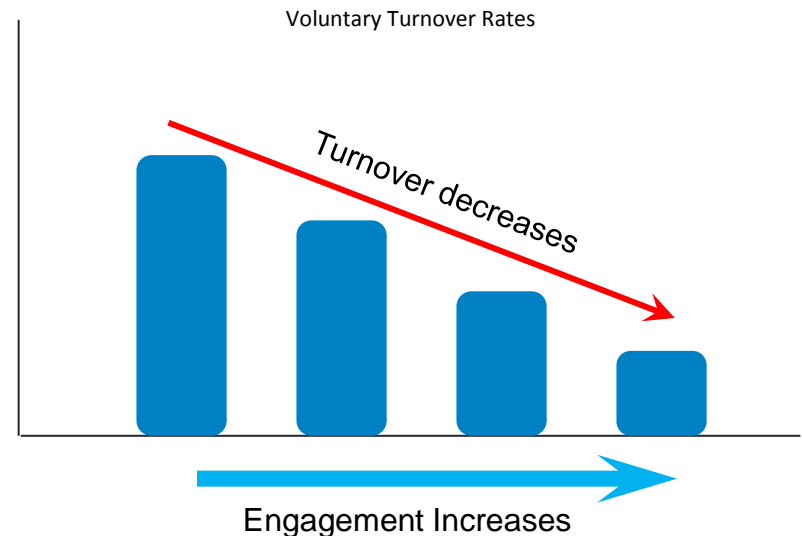
The Smarter Workforce Research Institute has conducted numerous studies documenting the link between engagement and business performance:

- Individual and Team Performance
- Service Quality
- Customer Satisfaction and Loyalty
- Business Growth
- Market Share
- Profit
- Total Shareholder Return and Annual Net Income
- Sales
- Turnover
- And much, much more...

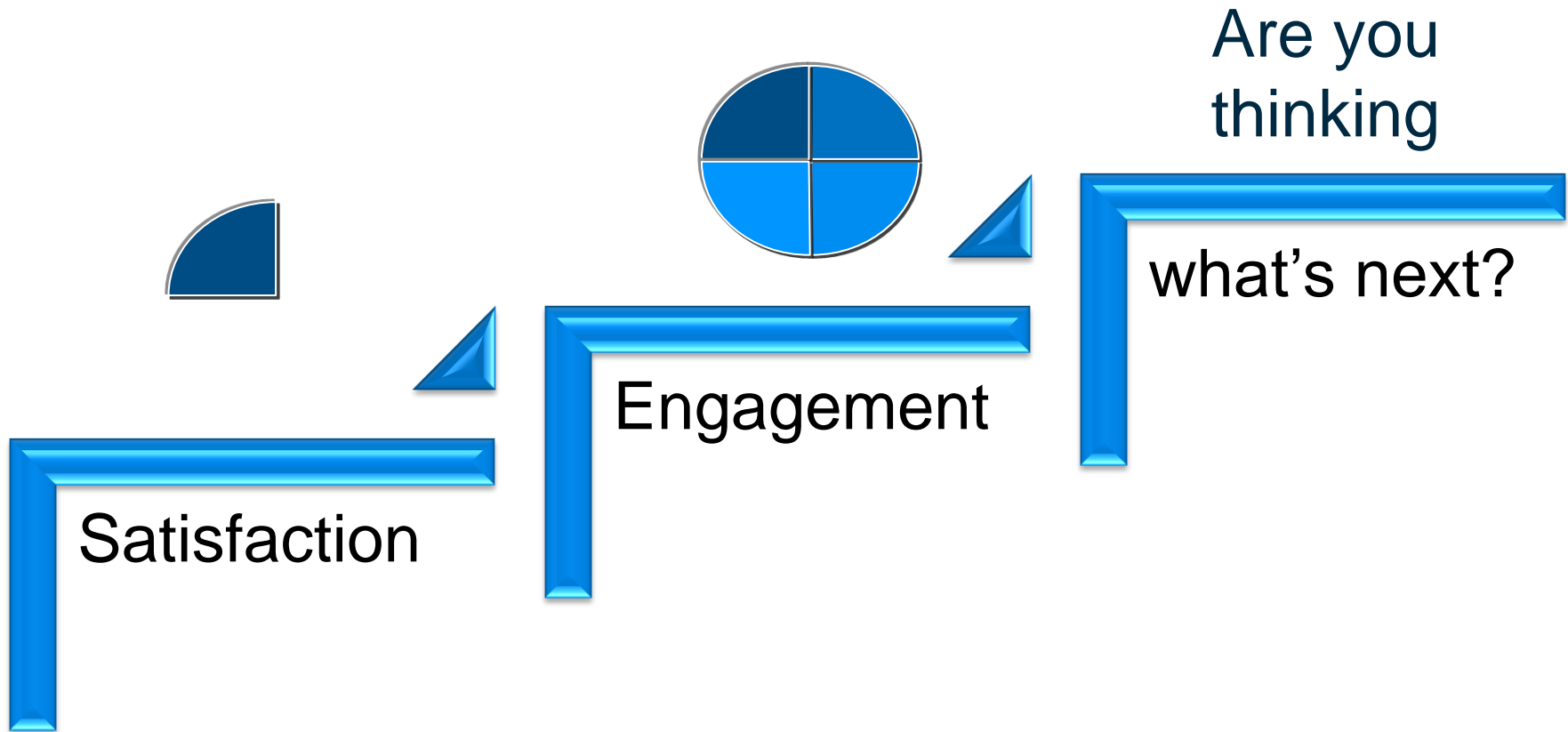
ENGAGEMENT AND ANNUAL NET INCOME



ENGAGEMENT AND VOLUNTARY TURNOVER



But is That Enough?



**Measure What Matters
to Your Business by
Listening...**



The Solution To Most Business Problems Starts With:



Listening to

your

employees.

your

customers.

the

business.

the market.

Smarter Workforce Survey Process



Listen to Learn: Understand the Organization in the Eyes of External Stakeholders

Social Analytics



Stakeholder Interviews

Advanced analytics enables IBM to

Make sense of the sea of **external social data** and

Build insights

To **guide** how to measure and manage the workplace culture

Listen to Design: Survey is crafted using the Smarter Workforce Survey Framework as a guide



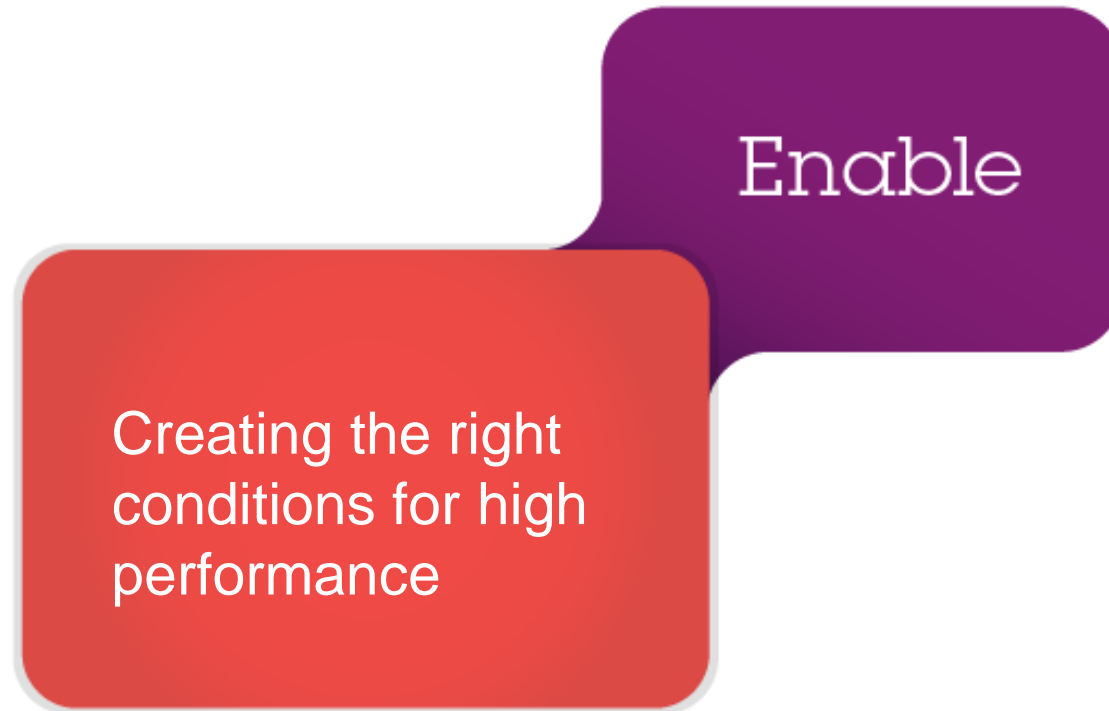
Engagement is the Fuel that Drives High Performance



Engage

Motivation to go
above and beyond
expectations for the
organization

Yet Workforces Must be *Enabled* to Perform Effectively



***Managers* are the Lynchpin in Creating an Efficient, Effective Organization**

Executing strategy
through people and
process

Manage

Leaders are Responsible for Reaching the Destination, Keeping the Organization Shipshape, and Achieving Success



Setting strategy
and inspiring
achievement

Lead

***Culture*, the Unique Personality of an Organization AND Guide for How Work Gets Done**

Culture

Understanding the
personality and
pattern of behaviors
that guides how work
gets done

Engaged Employees are More Productive, But *Fulfilled* Employees Have Passion for What They Do!

Fulfill

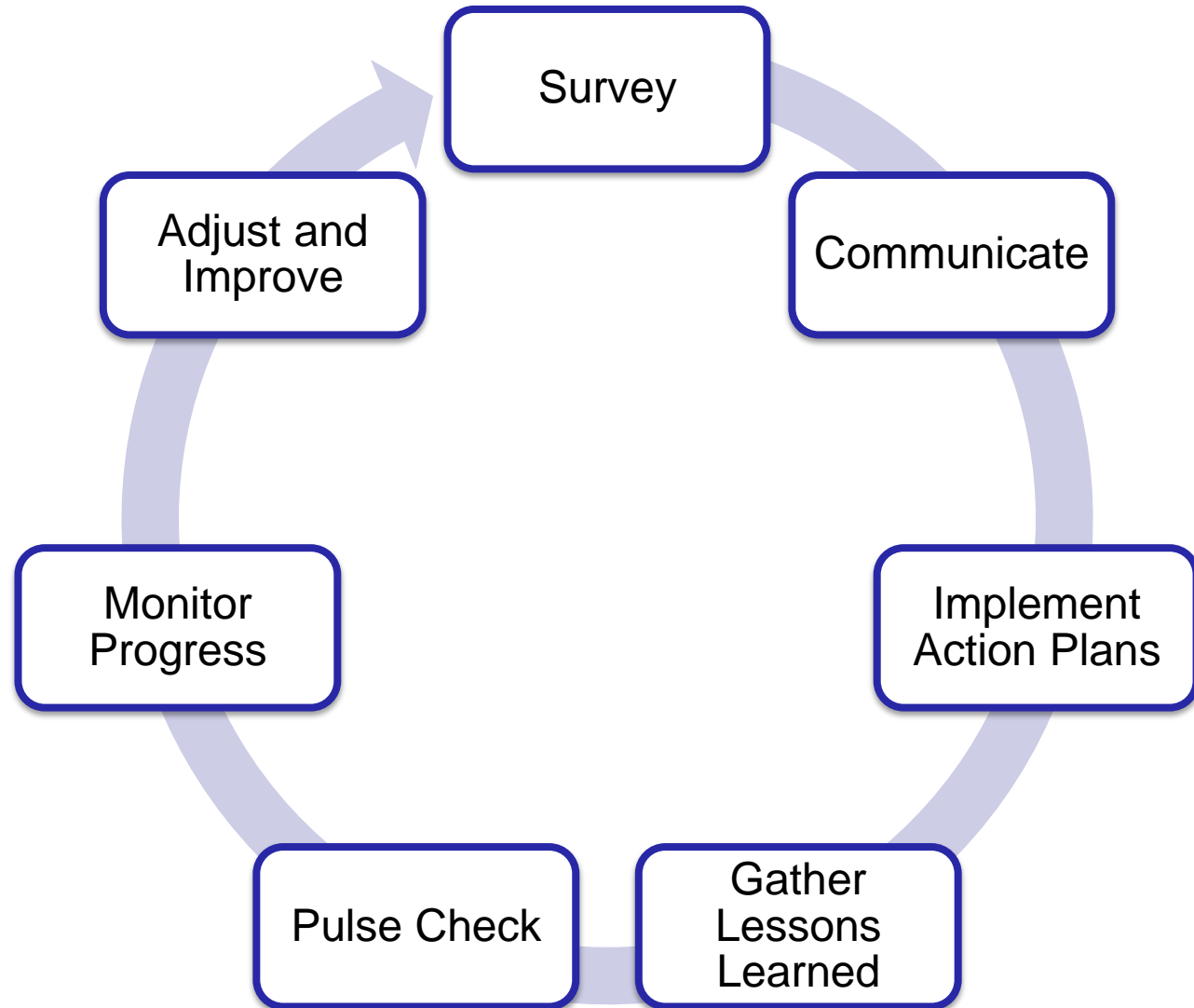
Creating meaningful work for the individual to maximize performance

Listening Drives Business Outcomes

Developing a survey by **listening to the business** allows for **better outcomes** that are tied to **improving the bottom line.**



Step 4: Continuous Improvement



Polling Question #1

Step 4: Continuous Improvement



Continuous
Improvement

4

▪ Executive Dialogue

- Creating the Company Profile:
 - Organizational Implications
 - Key Priorities for Action
 - Capacity Analysis
 - Linking to business numbers

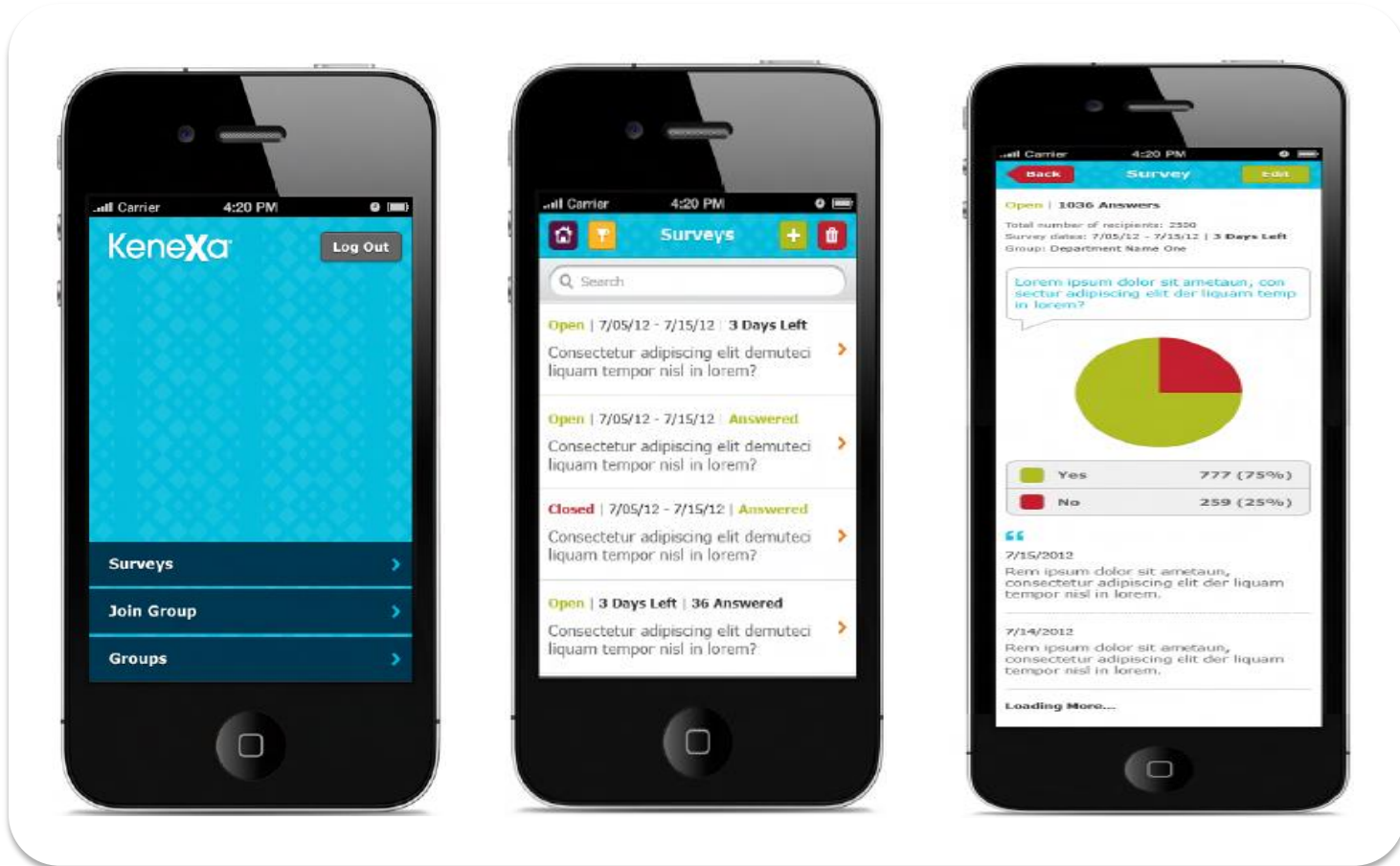
▪ Continuous Listening & Action Planning

- Mobile & Pulse Surveys
- Survey Analytics
- Social Action Planning

▪ Ongoing Support

Continuous Listening Ensures Appropriate Impact and Alignment

- Application to partner with your Survey process
- Create an environment of continuous listening within your organization
- Poll your organization on important topics
- Support the Action Planning process



Work is much more “Mobile” today, than ever before

Survey Analytics: Using Open-Ended Comments

Survey Analytics

Survey Analytics (8009 total comments)

Showing 647 comments | [edit filters](#)

undefined: Mexico X

View as: Themes | Demographics | Comments

showing: Tenure and: select demographic

1-3 years

2 segments

3-5 years

10-15 years

7-10 years

15 years or more

15 years or more

230 comments

Top themes

1. employees
2. authority
3. ability
4. projects
5. company
6. number
7. support
8. staff
9. business
10. times

Positive

Negative

Neutral

Ambivalent

View as: Themes | Demographics | Comments

How are theme rankings calculated?

Top themes

1. work life balance
2. customer service
3. senior management
4. company
5. best place
6. financial crisis
7. new system
8. better work life balance
9. management team
10. performance management

Top positive themes

1. work life balance
2. senior management
3. best place
4. customer service
5. company
6. better communication
7. best practice
8. financial crisis
9. right people
10. excellent customer service

Top negative themes

1. work life balance
2. customer service
3. senior management
4. best place
5. company
6. people
7. staff
8. managers
9. time
10. work

Location map

+
-

■ Positive

■ Negative

■ Neutral

■ Ambivalent

Transforming Action-Planning, Based on Insight about Human Behavior

Viewpoint

The screenshot displays the Viewpoint Connections web application interface. The main dashboard is divided into several functional areas:

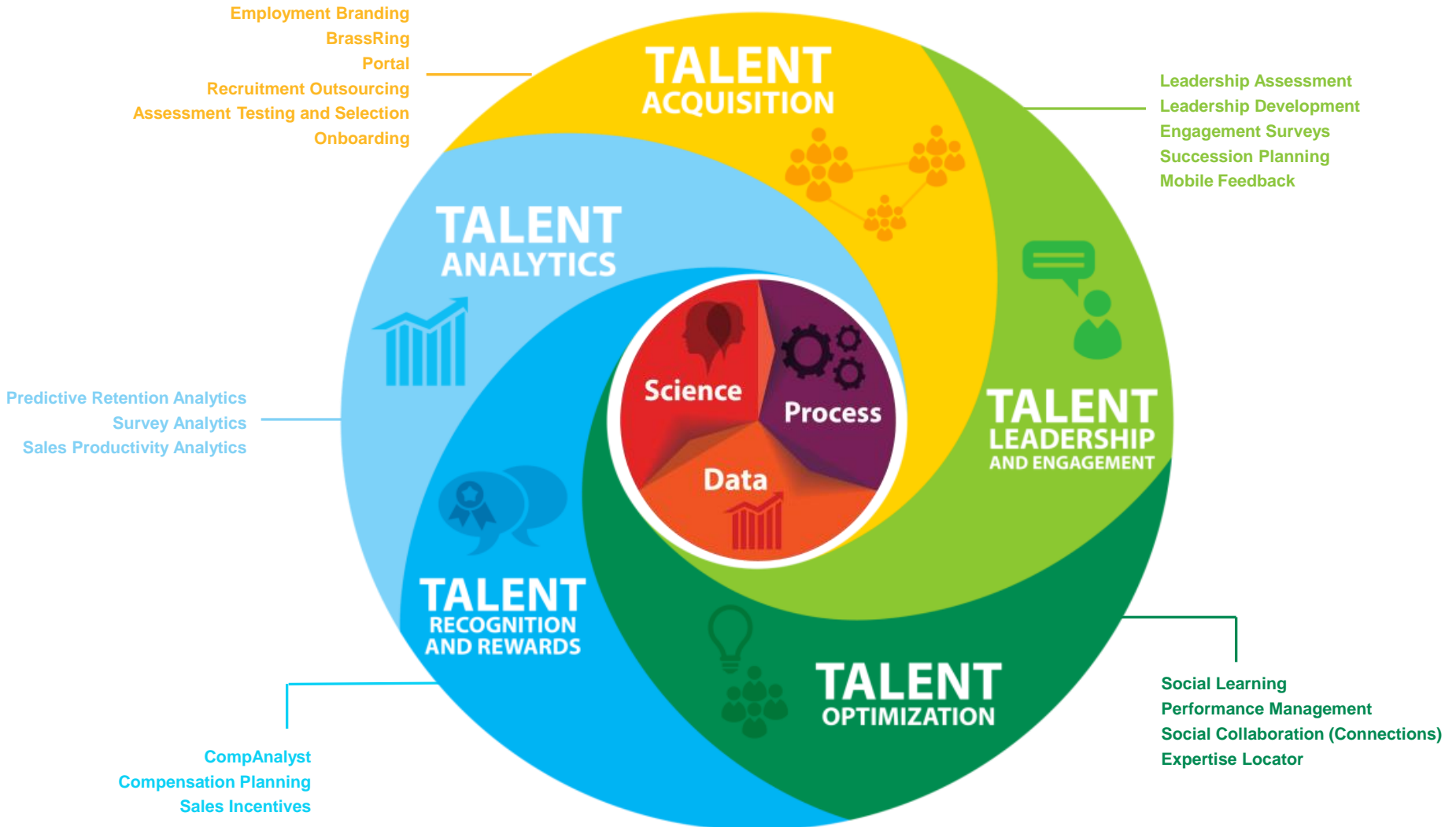
- View Reports:** A search-enabled list of reports, including 'Corporate - Rhea Dodge Report', 'Company Overall Report', and various departmental reports.
- Take Action:** A central panel for managing tasks, showing '1 Item(s) Selected', '2 Plan(s) in Progress', and '1 Completed Plan(s)'. It includes a 'Select Your Group' dropdown set to 'Corporate - Rhea Dodge'.
- View Resources:** A list of available resources such as 'User Guide', 'Sample Reports', 'Manager Guides', 'Survey', 'Thought Leadership', and 'Learn More About'.
- Comment Insights:** A pop-up window for 'Corporate - Rhea Dodge' showing 'Top Positive Topics' with a list of 10 items and their respective percentages and counts.

| Topic | Percentage | Count |
|-------------------------|------------|---------|
| 1. career opportunities | 100.0% | (29/29) |
| 2. good team | 100.0% | (29/29) |
| 3. good people | 100.0% | (18/18) |
| 4. loyalty | 100.0% | (16/16) |
| 5. great company | 100.0% | (15/15) |
| 6. good pay | 100.0% | (13/13) |
| 7. great benefits | 100.0% | (12/12) |
| 8. great people | 100.0% | (12/12) |
| 9. good neighbour | 96.7% | (29/30) |
| 10. great place | 95.0% | (19/20) |
- Main Content Area:** Displays a 'Graduated idea from Ideation Blog "Leadership Framework"'. It includes a 'Concept' section with items like 'Identify Stakeholders' and 'Identify Volunteers for Focus Group'. A detailed view of the 'Leadership Framework' concept is shown, including a word cloud, a list of related articles (e.g., 'The Leadership Framework', '7 Key Qualities needed to be a Successful Leader'), and a list of related proposals.

Connections

Smarter Workforce

REPLACING GUESSWORK WITH PRECISION



Helping you **build and maintain** what is important to your **business today** and preparing for the change that is **coming tomorrow.**

It's not only about **employee engagement**, it's about helping you **build, maintain** and **improve a Smarter Workforce.**

We call it a **Smarter Workforce.**