

DO YOU HEAR WHAT I'M SAYING?

Using **YOUR EMPLOYEE SURVEY RESULTS** to build engagement

The way you report your organisation's **EMPLOYEE ENGAGEMENT SURVEY RESULTS** is as important as the survey itself. A new **ENGAGE FOR SUCCESS** publication <add link to full report> highlights the risk of stifling the **EMPLOYEE VOICE** through the practice of **POSITIVE REPORTING** – and offers Tools for Success based on best practice.



LOSING YOUR VOICE

When you present '**PERCENTAGE POSITIVE**' survey results (by merging the percentage who agree to a question and the percentage who strongly agree) it can make survey **RESULTS LOOK BETTER** than they really are. This masks the less positive responses and denies employees of their voice. It also means you lose an important opportunity to **ENGAGE PEOPLE** through taking positive action on areas that need improvement.

EXAMPLE: HOW POSITIVE REPORTING CAN GENERATE MISLEADING RESULTS

TEAM A has 5 people (16%) agreeing with a question and 15 (48%) strongly agreeing.

TEAM B has 15 people (48%) agreeing with a question and 5 (16%) strongly agreeing.

65%



The percentage positive is exactly the same, yet **TEAM A** actually registered significantly higher agreement than **TEAM B** (three times as many strongly agreeing).



KNOWING THE SCORE

When you report the '**AVERAGE**' (mean) score for each question it ensures that all responses are considered. This means every **EMPLOYEE'S VOICE** is heard. It also makes it much easier to check for statistical significance of differences – opening up opportunities to take action that will **DRIVE IMPROVEMENT** and build engagement.

THE FOUR KEY ENABLERS OF EMPLOYEE ENGAGEMENT

EMPLOYEE VOICE means people throughout an organisation can be involved, listened to, and invited to contribute their experience, expertise and ideas. It is one of the **FOUR KEY ENABLERS** of engagement identified by Engage for Success <http://engageforsuccess.org/the-four-enablers>.



STRATEGIC NARRATIVE



ENGAGING MANAGERS



EMPLOYEE VOICE



INTEGRITY

TOOLS FOR SUCCESS

The new **ENGAGE FOR SUCCESS REPORT Employee Engagement in the not-for-profit sector – Engaging the Engaged?** is based on the results of **THREE YEARS'** research. One point it highlights is that employee engagement scores in this sector often appear artificially high. This can be because employees reflect on their engagement with '**THE CAUSE**' rather than their engagement with the organisation.

The report also found:

- The '**FEELGOOD**' factor of working for a cause you support is worth the equivalent of **£22,000** in salary
- Engagement scores in the not-for-profit sector were most often in the **80-90%** range
- Yet **65% OF EMPLOYEES** believed their survey overstates engagement levels
- **ONLY 25%** believe their survey presents an accurate picture
- **35%** said their organisation enabled strong employee voice.

The report shows how organisations are tackling these issues. **CONTRIBUTORS INCLUDE** the British Red Cross, WaterAid, VSO, Cancer Research UK, Jewish Care, the CIPD and CAFOD.

It also offers practical **TOOLS FOR SUCCESS** to help organisations in any sector get a more accurate picture of their engagement levels – and learn **HOW BEST** to act on them.

Full report available **FREE** of charge at <add EFS link> Infographic download available at <add Headlines resources link>