



EMPLOYEE ENGAGEMENT

Igniting Employee Spirit

HR Anexi approach to employee engagement is to identify and implement strategies that drive shared accountability and action to increase every day productivity.



POWERING ORGANIZATIONS. EMPOWERING PEOPLE.



What does engagement mean? And what exactly does an engaged employee look like?

There are many different conceptual frameworks used to describe engagement. You've probably heard a lot about performance, discretionary effort, culture, leadership, etc., the list goes on and on. A good number of these things are indeed very important.

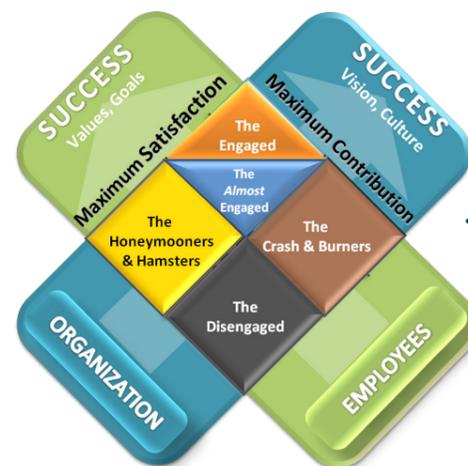
But before jumping into the concepts and numbers, first think about what employee engagement feels like.

- How do employees feel about their job?
- How do employees feel about the organization and their senior leaders?
- Does the manager play a meaningful role in this?
- Who knows where the organization is going?
- Who wishes to stay or leave? Why or why not?
- What drives employee satisfaction & performance?
- What is the role of leaders in creating & driving engagement?

Employee Engagement (EE) has been hailed as the secret ingredient to competitive advantage and organizational success. High employee engagement is a key objective for many organizations.

But what distinguishes companies that are great at engagement, from those who are simply average?

Employee Engagement Survey (EES) assesses employees on parameters like; strategy alignment, trust in leadership and employee-manager dynamics; as well as maps employee on job satisfaction and contribution matrix. It not only provides a quick check of engagement levels within the organization but also delivers concise, actionable data analysis which can be translated in seamless developmental initiatives for employees thus creating an overall positive impact driving organizational success.



By examining the factors that impact engagement and the role of each member in the organization (from executive to individual contributor), we will be able to determine what actions and behaviors differentiate highly engaged organizations from the rest.

Our Engagement model focuses on an individual's:

- Contribution to the company's success
- Personal satisfaction in the role

Full engagement represents an alignment of maximum job satisfaction ("I like my work and do it well") with maximum job contribution ("I help achieve the goals of my organization"). The index we use to determine engagement levels contains items that reflect the two axes of contribution and satisfaction.

By plotting a given population against the two axes, we identify 5 distinct employee segments:

- **The Engaged**
- **Almost Engaged**
- **Honeymooners & Hamsters**
- **Crash & Burners**
- **The Disengaged**



LEVEL	DESCRIPTION
The Engaged: High contribution & high satisfaction	These employees are at "the apex" where personal and organizational interests align. They contribute fully to the success of the organization and find great satisfaction in their work. They are known for their discretionary effort and commitment. Organizations need to keep them engaged, because they can transition over time to any of the three adjacent segments, a more that would likely impact workforce morale and the bottom line.
Almost Engaged: Medium to high contribution & satisfaction	These employees are among the high performers and are reasonably satisfied with their job. They may not have consistent "great days at work," but they know what those days look like.
Honeymooners & Hamsters: Medium to high satisfaction but low contribution	Honeymooners are new to the organization or their role – and happy to be there. They have yet to find their stride and or clearly understand how they can best contribute. Hamsters may be working hard but are in effect "spinning their wheels," working on non-essential tasks, contributing little to organizational success. Some may even be hiding out, curled up in their cedar shavings, content with their position ("retired in place").
Crash & Burners: Medium to high contribution but low satisfaction	Disillusioned and potentially exhausted, these employees are top producers who aren't achieving their personal definition of success and satisfaction. They can be bitterly vocal about the fact that senior leaders are making bad decisions or that colleagues are not pulling their weight. If left alone, they are likely to slip down the contribution scale to become.
The Disengaged: Low to medium contribution and satisfaction	Most Disengaged employees didn't start out as bad apples. They still may not be. They are the most disconnected from organizational priorities, often feel underutilized, and are clearly not getting what they need from work. They're likely to be skeptical, and can indulge in contagious negativity.



Survey Design & Differentiating factors:

- Short, focused Online survey
- In-depth interviews with line leaders for challenges and practices
- Desk research (3rd party studies, thought leaders)
- Consultative design and reporting process & economic approach enabling you to devote more resources to act on recommendations

Results:

- A clear picture of who's engaged and who's not
- Assessment of your leadership's impact on workforce engagement (Optional)
- Identification of factors that, impact your organization's performance & employee engagement
- Substantial data that will help plan & measure strategic workforce development initiatives
- Personalized analysis & recommendations in the report, to the Management/Board

Survey Outcomes:

- Company Specific Customized Engagement Report
- Organization with best Employee Engagement practices

Surveys don't change organizational culture, people taking action do. While the survey is a useful diagnostic tool, providing interesting insights into what is happening in your organization, assessment is not enough. HR Anexi's strategic partner, **BlessingWhite** views the survey not as the end product of engagement but really the starting point in a dialogue with your employees on how to sustain and maintain engagement.



Organizational commitment and implementing actions to address the survey results are paramount to creating a truly engaged workforce.

BlessingWhite is a global Consulting firm, founded in 1973 by Buck Blessing & Tod White working with client organizations, utilizing research based models, programs and methods, for reinventing leadership and the meaning of work.

BLESSINGWHITE
A Division of GP Strategies

Recognized as one of the 'top 10' leading human resource consulting firms.

BlessingWhite provides consulting, processes, tools and training to create high performance cultures that drive bottom-line results and reinforce your organization's mission and values through:

- Developing leaders at all levels who can manage the business and inspire employees
- Align employee self-interest, energy and talents with the organization's strategy

HR Anexi's consultants customize a range of initiatives and actions to drive an organisation's performance and growth.

*We have tested and proven methodologies and expertise to help family-run businesses build organization alignment, develop capabilities, improve performance and productivity, strengthen culture and leadership. Sustained business success comes with the application of the **HR ANEXI'S WHEEL OF TRANSFORMATION**.*

It is a holistic model that combines an understanding of business, management and family dynamics.



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