

## Catalyst and IBM Engagement Surveys

Engaged employees. The key to your organisation's success.

It's no secret that the most successful organisations are filled with employees who are actively engaged in their role.

Employee engagement is a measure of more than just enjoyment or satisfaction. It's about fostering connectivity between the individual and the organisation as a whole: its mission, values, and success.

And more than that, it's about *empowering* employees to connect with each other in dynamic and creative ways.

Fostering the right environment, then, is what it's all about. And environments are comprised of many components. So how do you accurately gauge where you are strong and where changes are required?

### Transform your business with employee engagement surveys

To be in a leadership role, especially in today's challenging and ever-changing economic environment, takes courage, conviction and wisdom. Being a leader requires a deep understanding of the elements of success and the derailers to avoid. Challenges must be clearly understood, documented and solved in order to remain competitive and viable.

Asking questions is one of the most powerful tools leaders have at our disposal. "Great leaders are both good questioners and good listeners – they recognise that they do not have all the answers" (Karsan).

An organisational assessment is a critical tool that contributes to the answers leaders must have to guide their organisations to become top performers in their industries and employers of choice.

The key purpose of employee engagement surveys is to uncover the information needed to enable an environmental solution. Effective employee engagement surveys are malleable by nature and must be tailored to suit the context of your organisation.

### How we can help with Employee Engagement surveys

There are two key ways:

- For smaller organisations we work with you to determine the most effective ways to understand the needs of your employees and managers. Through the effective use of employee engagement surveys, we can identify key aspects of your work environment that can be improved, including employee – manager relations, and provide the necessary solutions in learning and development to move your employees toward true engagement.
- For larger organisations, typically over 5000 employees we have a partnership with IBM. For an introduction via our channel partner relationship please contact [nick@catalystld.co.uk](mailto:nick@catalystld.co.uk)

[IBM Why Survey?](#)

[IBM Survey Overview](#)



Learning Excellence  
Positive Engagement



Catalyst L&D Limited  
0203 743 2323 [www.catalystld.co.uk](http://www.catalystld.co.uk)  
Registered in England & Wales  
Company No. 08058260

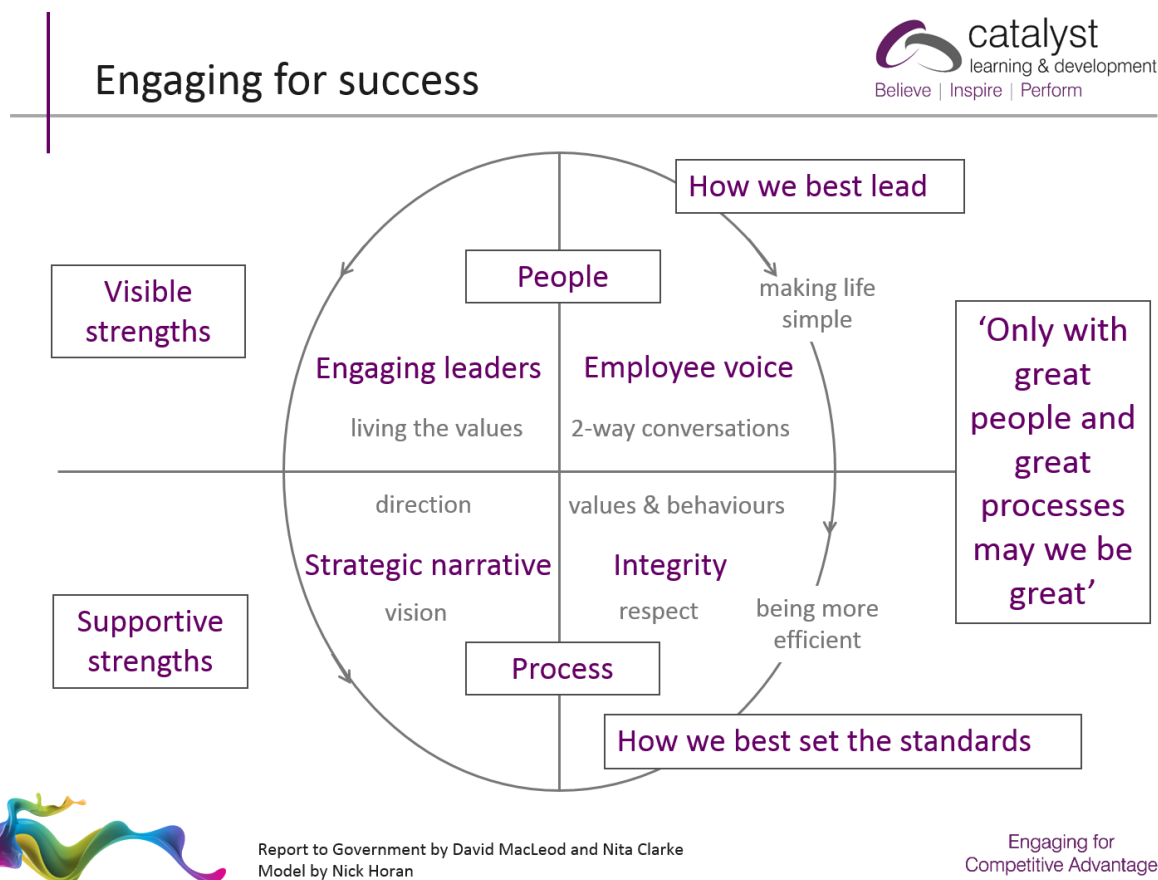
## Benefits of engagement

The report to government by David McLeod and Nita Clark identified the following benefits that can be achieved by one company over another where better engagement has been practiced.

- 18% more productive
- 12% more profitable
- 12% happier culture & better engagement with customers
- 31% - 51% greater retention of GOOD staff
  - Massive savings in recruitment
  - Effective appraisal & reward system
- 27% less absenteeism/sickness
- 62% less job accidents
- 51% less theft

Link to the full report: <http://www.engageforsuccess.org/wp-content/uploads/2012/09/file52215.pdf>

## Engaging for success model



For a full explanation of this model please contact [nick@catalystld.co.uk](mailto:nick@catalystld.co.uk)



## Employee engagement survey questions

Typically there are between 20 and 30 questions that might be reasonably asked.

A few questions you might consider:

1. How do you feel about coming to work every morning?
2. Does your manager inspire you?
3. Do the days you DO want to come to work outnumber the days you DON'T want to come to work?
4. Choose five words that best describe how you feel about coming to work
5. Do you feel proud to tell people where you work?
6. Do you have the tools to enable you to do your job effectively?
7. Do you have the opportunity to contribute to decisions that affect you?
8. Do you understand how your role contributes to achieving business outcomes?
9. Do you trust the information you receive?
10. Do you feel valued for the work you do?

