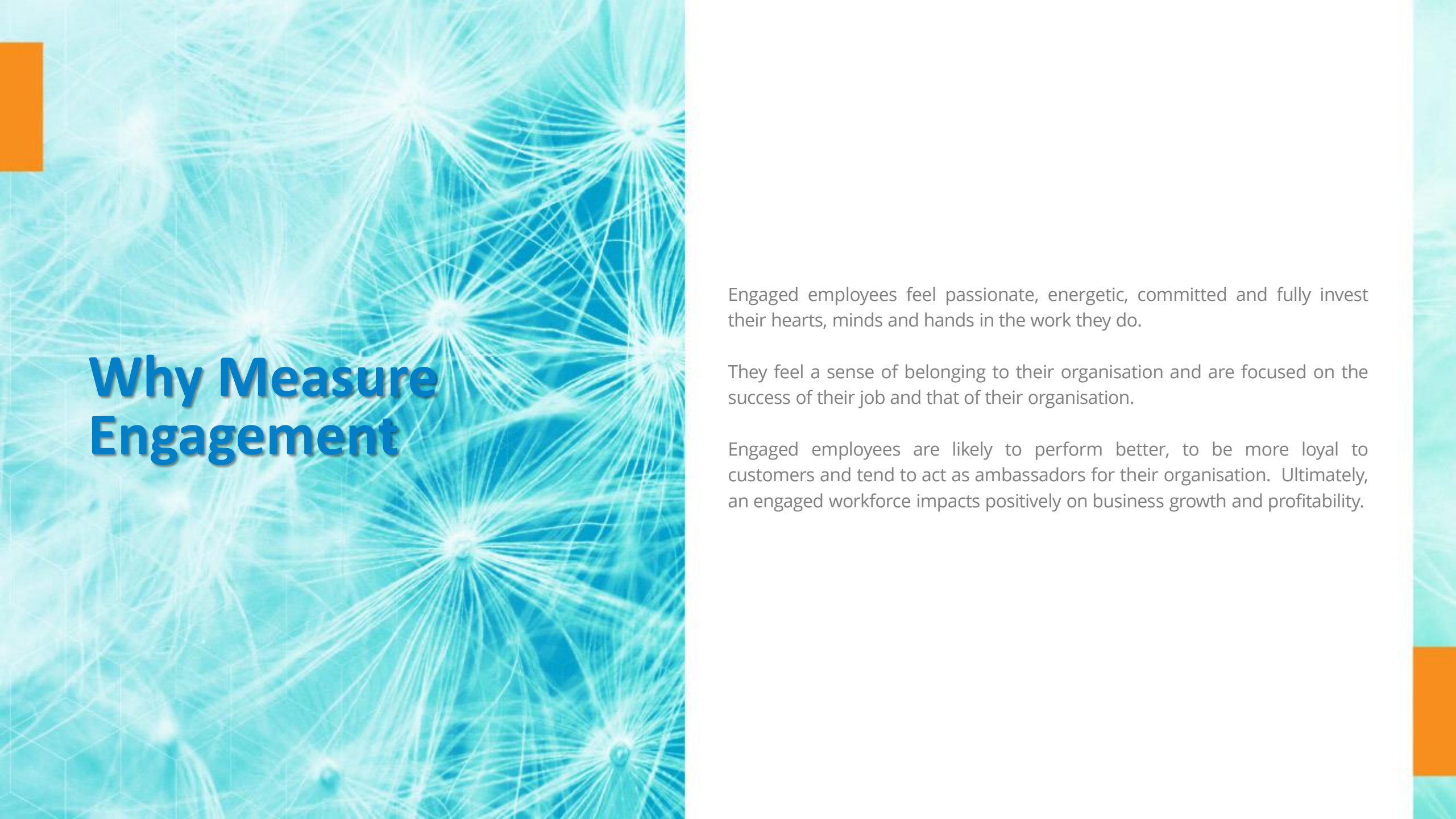


Equinox Engagement Survey

Equinox
People Science : Business Sense

PEOPLE MATTER | INTEGRITY MATTERS | EXCELLENCE MATTERS

Telephone: +27 (0)41 581 7492 | info@equinoxconsulting.co.za | www.equinoxconsulting.co.za



Why Measure Engagement

Engaged employees feel passionate, energetic, committed and fully invest their hearts, minds and hands in the work they do.

They feel a sense of belonging to their organisation and are focused on the success of their job and that of their organisation.

Engaged employees are likely to perform better, to be more loyal to customers and tend to act as ambassadors for their organisation. Ultimately, an engaged workforce impacts positively on business growth and profitability.

Why Measure Engagement

Research findings indicate that organisations with a high level of engagement report:

22 %
Higher
productivity

48 %
Fewer safety
incidents

41 %
Fewer patient
safety incident

41 %
Fewer quality
defects

These benefits aren't surprising when you consider that researchers describe **engaged employees** as “**more attentive and vigilant.**” They also say engaged employees take a **sense of personal ownership** for their work, which positively impacts business results.

Disengaged employees drain both the people who work with them and their organisation. They **complain** and **shirk their duties** or **leave the organisation**. Disengaged employees are **unconcerned** with the **reputation of the organisation**.

It is important to gauge engagement levels within your organisation on a regular basis, communicate those results and put plans in place to address any issues brought to light through the results.

Equinox Engagement Offering

Engagement Model – Research

Equinox has designed an engagement model based on extensive research and with due consideration of the South African context. Our model is designed from the findings of Kahn; Murray; May, Gilson & Harter; Schaufeli, Salanova, Gonzalez-Roma, and Bakker; Soane, Truss, Alfes, Shantz, Rees, and Gatenby; and Rana & Ardichvili.

The model incorporates **3 components of psychological engagement**. In addition to these 3 components of psychological engagement, our model **includes a 4th component - intent to stay/advocacy**.



**Cognitive
Engagement**
(Rational/ Think)



**Emotional
Engagement**
(Heart/ Feel)



**Physical
Engagement**
(Discretionary effort/Act)



**4th Component
Engagement**
(Intent to stay/ Advocacy)

Equinox Engagement Offering

Engagement Model & Drivers

Our **online** engagement survey comprises a total of **forty-four (44) questions** and takes **approximately 10 – 15 minutes to complete**. Ten (10) of the questions measure the construct of Engagement, whilst the remaining questions are designed to measure the drivers of engagement. These include elements such as:

01 Teamwork

02 Recognition

03 Opportunities for Learning & Development

04 Communication

05 Immediate Supervisor

06 Senior Leadership

Results provide a snapshot of the current engagement levels within an organisation AND insight into the underlying reasons for the levels of engagement.



Scope of the Project

The proposal focuses on the management and administration of **online engagement surveys**.

The pricing model follows a tiered approach, making the solution more economical on a larger scale. The design costs for marketing material would be once-off unless sites/units have differing branding requirements.

It is suggested that the survey is rolled out in phases, as detailed in the section headed "A Phased Approach".

A Phased Approach

Phase 1 Communication

Prior to the launch, marketing material, including **posters** and/or **'teaser' e-mails** can be provided.

These are used to communicate the details around the upcoming survey to employees.

See next slide for some examples of these communications.

Phase 2 Administer

The survey is available **electronically**. **URL links can be sent to individuals to complete on mobile device**. Identifiers are built into the online survey platform to ensure each employee only completes one survey. However, **confidentiality** of all participants is assured. The business does not receive any data linking an individual to a survey response. Data is available **per required parameter**. As an additional measure of confidentiality, where fewer than 5 responses are received for a particular level, no data is provided. Additional arrangements will be made to ensure confidentiality is maintained during the completion and storage of any paper and pencil surveys.

Phase 3 Report

Standard Report:

A user-friendly report, using simple language and graphic illustrations, provides an analysis of the results. Pre-selected reporting options are available, which include a breakdown according to the parameters selected, granted that these breakdowns consist of five (5) individuals or more (in the interest of confidentiality).

- **Overview** of engagement levels and driver results for the organisation;
- **Overall results** for each question of the engagement survey for the organisation;

Phase 4 Execute

During this stage, **recommendations are implemented and improvements tracked and measured**. It is essential that a feedback loop is built into the process. **Annual surveys will allow for year-on-year comparison** of results to provide a view of how engagement is progressing over time.

The 'Execution' phase's engagement initiatives could be designed by Equinox OR remain the domain of the organisation.

The quotation does not include design and execution of such initiatives.

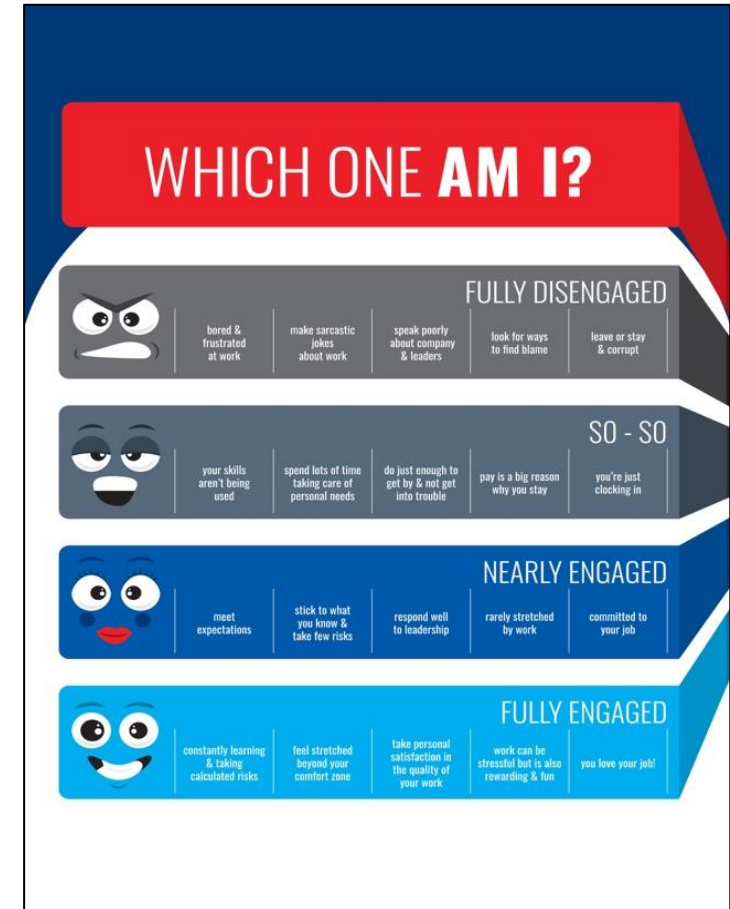
Note: Each of the steps in the phased approach will be repeated annually.

Examples of Communication

Phase 1 – Optional/ Design on Request

We recommend that you **communicate the details around the upcoming survey to employees**. This gets employees thinking about and understanding the concept of engagement better before they complete the survey. Results of the survey can also be communicated post-survey.

Communications would be adapted based on your branding requirements.

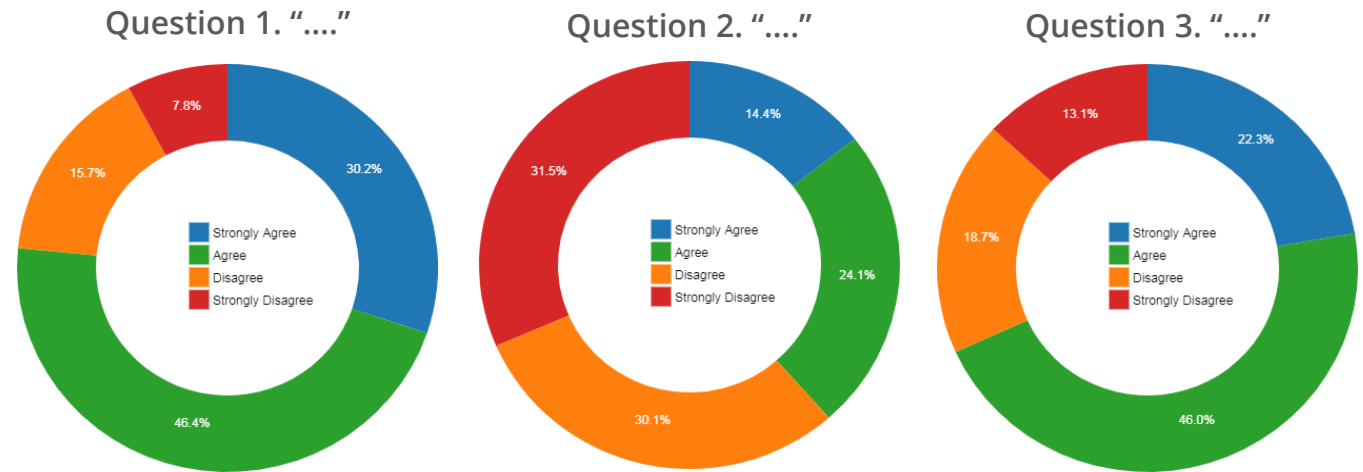


Examples of Reporting

Standard Report

Reporting parameters could include:

- Overall results for the organisation;
- Results according to organisational level;
- Results per department.



***Note:** As an additional measure of confidentiality, where fewer than 5 responses are received for a particular department, no data is provided. In such cases, smaller departments' results could be combined.

Top challenges in the organisation are highlighted in the report. Targeted interventions can then be designed in consultation with the client or by the client.

Examples of Reporting

Phase 3 – Feedback & Recommendations

Once engagement data has been analysed and the report generated, feedback and recommendations can be made to the organisation and/or departments and optimal solutions agreed upon in consultation with the organisational stakeholders.

The report will include **general recommendations around the top challenges your organisation experiences around engagement**. If more specific guidance is required, our experience has taught us that the development of optimal solutions (an action plan) in consultation with organisational stakeholders yields far better results. By allowing inputs from within the business, employees take ownership of their own engagement.

A **quotation** for the roll-out of the engagement survey follows. Optional elements are clearly indicated on the quotation. Please note that all elements of the proposal can be discussed and adapted according to client requirements.

Contact us

298 Walmer Boulevard
South End
Port Elizabeth
South Africa
6001

041 581 7492

www.equinoxconsulting.co.za

info@equinoxconsulting.co.za

Mandy Berning – Owner & Founder
mandy@equinoxconsulting.co.za

Desiree Cornell – Lead Consultant
desiree@equinoxconsulting.co.za

Mia Lamont – Industrial Psychologist
mia@equinoxconsulting.co.za

Mikaila Moss – Psychometrist
mikaila@equinoxconsulting.co.za