



Insights for an exceptional workforce.

3 Steps to Aligning Employee Engagement with Business Strategy

- > **Align Survey Questions with Business Strategy.** We meet with you and your executive team to learn more about your business, challenges, and immediate and long-term goals. Then, using our core engagement survey, we will recommend customized survey items that address key topics within your organization.
- > **Align the Survey Follow-up Process with Business Goals.** Newmeasures consultants will teach you how to use survey data to help you accomplish the goals that you are already focused on (rather than give you more work to do!).
- > **Connect Employee Feedback with Other Business Metrics.** No more looking at data in siloes. Our data scientists will link engagement data to other business metrics like customer feedback and turnover so you know where to focus for the biggest impact.

NEWMEASURES SURVEY CONTENT:

The Newmeasures employee engagement survey is based on 20 years of research that indicates that engaged employees feel a sense of commitment, personal significance, confidence in the future and are willing to go the extra mile.



Active Commitment

Employees plan to stay and recommend the organization to others.



Personal Significance

Employees feel valued and are enthusiastic about their work.



Confidence in the Future

Employees believe in the future of the organization.

INCLUDED SERVICES:

Our clients tell us that Newmeasures' content and analysis stands apart from their experiences with other companies.

- > **Strategic Customization.** We will include two conference calls with key leaders to learn more about your business, challenges, and immediate and long-term goals. We then add custom questions to our core engagement survey to ensure the survey represents what you are focused on as an organization.
- > **Expert Support and Consultation:** You will receive up to five hours of support from Newmeasures' consultants who can help with everything from survey administration, reporting, results interpretation, and survey follow-up.
- > **Engagement Drivers.** Our proprietary algorithm identifies the top items that will most quickly drive employee engagement and yield business impact. Include the Newmeasures engagement driver widget in your Qualtrics engagement reports to quickly narrow in on key areas that will lead to greatest and fastest improvement.
- > **Normative comparisons and more.** The Newmeasures database includes responses from approximately 1.3 million employees from 2,900 organizations. We'll compare your organization's survey scores to relevant results in this database. But, more importantly, we'll work with you year over year to focus on those items most important to your unique culture and goals.
- > **Support Materials.** You will receive support materials including communication templates, survey follow-up best practices, and action planning templates. These templates can be used as is or customized for your organization.

SURVEY DESIGN

DATA ANALYSIS

CONSULTING

DATA LINKAGE



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