

# Employee Engagement Surveys

Go Beyond Measuring Satisfaction



Employee surveys are a launch point for engagement. Your employee surveys should generate activation and engagement at every part of the journey – involve your organization from the very beginning.

Today's typical employee engagement surveys are rooted in employee satisfaction – essentially asking, "how happy are you with your work environment?" Stop treating your employees as consumers and start engaging them as co-creators of your organization's future.

## Employee Satisfaction:

extent to which employees are happy or content with their jobs and work environment.

## Employee Engagement:

extent to which employees feel passionate about their jobs, are committed to the organization, and put discretionary effort into their work.

**Employee engagement surveys are more than a point-in-time measure.** They are a first step in engaging your employees as co-creators. That's why what you ask, how you ask it, and what you do with the data matters.

Blue Beyond's industry-leading Beyond Insight® survey platform, grounded in our Deep Trust and High Expectations™ model, helps unlock insights for organizations so both the business and people thrive.

You rely on your people to stay innovative, adaptable, and productive in an ever-changing, market-shifting, global economy. Create and unleash the power of your engaged employees to drive results.

Blue Beyond is the preferred partner for leaders and organizations looking to create high-performance cultures rooted in Deep Trust and High Expectations. Our team partners with you to design the best survey for your organization. We make it easy to identify your strengths and opportunities, and we work with you to translate your data into action. And when it's time to share your survey results with your team, we'll help you create the communications to clearly deliver your message. Curious how you stack up to your peers? We've got you covered with over 100 statistically validated and industry benchmarked questions. To sum it up, we'll provide you with a seamless experience, actionable insights, and unparalleled support.

In addition to annual employee engagement surveys, we also offer point-in-time surveys that help organizations take a "pulse" on employees' needs on a more frequent basis.

If you are looking for more from your employee engagement survey and ready to engage your employees as co-creators, connect with us today.



## Employee Engagement Maturity Model

Moving toward a co-creation mindset in your employee engagement initiatives unlocks breakthroughs for your people and your business



## Keys to a Great Employee Engagement Survey

From the survey planning and invitation email to data collection and action planning – everything should reflect the culture you are trying to create. Treat employees as part of the solution and not as a passive consumer of their job. Engage your organization from the very beginning and invite them to be a part of the future you want to build.

We leverage these key success factors when we partner with you to create a great employee survey:

- Identify and align on goals and desired outcomes
- Design surveys that generate meaningful data about culture, strategic alignment, leadership, and execution
- Build a transparent and authentic communication campaign to increase survey participation, share results, translate your survey findings, and reinforce your team's commitment to action
- Facilitate root-cause analysis through focus groups and one-on-one interviews with your key stakeholders *when a deeper level of understanding is needed*
- Develop organization-wide and team-specific priorities that will have the most significant impact on engagement in the months ahead
- Partner with your leaders to develop action plans that clearly define priorities, accountability, and next steps
- Synthesize and analyze results to define themes and identify key indicators for what's working well in your organization and what needs more attention



Blue Beyond is a management consulting firm that specializes in the people side of business – culture, talent, organizational effectiveness, change management, communications, and diversity, equity, and inclusion. We serve clients throughout North America and globally, including Fortune 500 companies, non-profits, universities, and small- and mid-sized firms. Founded in 2006, Blue Beyond is headquartered in the San Francisco Bay Area with additional team members across the U.S.

Learn more at [bluebeyondconsulting.com](https://bluebeyondconsulting.com) or call 510-733-5417

