

Apathetic, Compliant or Engaged? How does your team stack up?



Today's leading organisations all want their employees to be engaged. And in a competitive environment, they need to know whether their workplace is really engaging – particularly when compared to other organisations that may tempt the best people away.

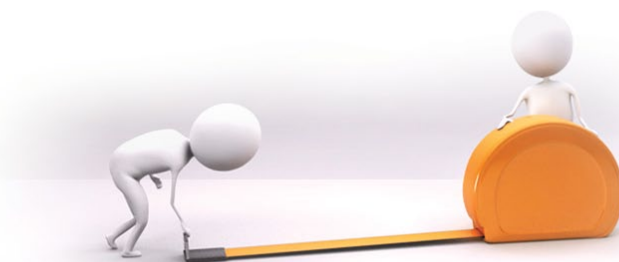
So when you run an employee engagement survey, benchmarking your performance against other organisations is essential. It is only by comparing yourself with others that you can gain a sense of perspective on how well you are really doing. For example, if 60% of your people say they still want to be working with you in 2 years' time, should you celebrate or be concerned? If 78% agree that their career development goals are being met, is this a thumbs up or down for talent management within the organisation?

People Insight's Approach to Benchmarking

At People Insight, we can benchmark your employee engagement data against an extensive group of well-known and prestigious employers, across every sector. We bring benchmarking data from hundreds of surveys and over 3 million responses to give you valuable comparisons, and real value for money. We can benchmark against all sectors, giving you the most comprehensive result, or against a more specific subgroup such as by company size.

Benchmarking can tell you how you measure up on a single issue (such as on perceptions around pay), or on a wider theme (such as communication or teamworking).

In almost all cases, our clients want to know quite simply whether their people are *really* engaged when compared with other organisations. To answer this we develop a single engagement score, usually based on the responses to our 5 core engagement statements - and this gives a high level and easy to use measure to the senior decision makers that need it.



Engagement Benchmarks 2011

The current benchmark norms for our 5 core engagement statements are below. These represent almost half a million survey responses. This gives an overall employee engagement norm of 76%.

Engagement Statements	Benchmark Norm
I am proud to say I work for [the organisation]	77%
Working here makes me want to do the best work I can	77%
I would recommend to friends and family that [the organisation] is a good place to work	68%
I would still like to be working at [the organisation] in two years' time	68%
I care about the future of [the organisation]	90%
Overall Employee Engagement Norm	76%

If you use our 5 core engagement statements in your survey, we can generate an engagement score at the organisation, department or team level so you can identify areas of best practice or concern, and develop action plans to improve.

People Insight have benchmark data against hundreds of questions. Whatever your area of focus for development, from job satisfaction to leadership, we can show you how you compare. And that's not all; our 'Benchmark Best' scores show the winning scores from the best companies, so you know what to aim for.

Measuring Engagement in Your Organisation

People Insight are specialists with over 20 years' experience in employee engagement and a great reputation for delivering a professional and responsive service.

We are led by our clients' needs, from short questionnaires to fully bespoke branded surveys and consultancy services. We'll work with you to understand your concerns and your culture. We'll advise you on the best survey methods, help you to see clear results, identify the key issues, and focus on how to make improvements.

Whether this is the first time you will have run an employee engagement survey, or you are looking for a more professional, impactful, cost effective approach, contact us today on **0203 142 6511** or enquiry@peopleinsight.co.uk to find out how easy it is to get started with People Insight.

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