

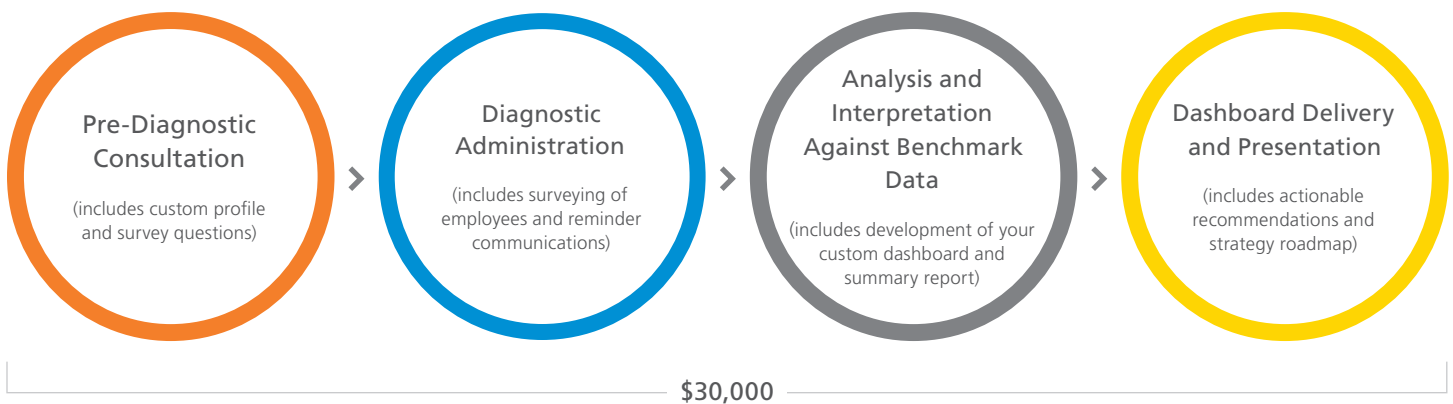
# A Data-Driven Approach to Improve the Employee Experience

**Worldwide, only 15% of adults are engaged.<sup>1</sup> Generally speaking, what companies are doing to engage employees isn't working.** It's time for EngageFx, an exclusive diagnostic tool that evaluates your current engagement levels against benchmark data from a recently-fielded landmark study.

This isn't your standard engagement survey. We're bucking the trend by looking at engagement in an entirely different way. We've pinpointed specific psychological benefits that drive engagement and the ways organizations can improve their support of those psychological benefits. Using these data-driven insights, you can prioritize your employee engagement efforts to develop a roadmap for maximum impact. One that's based on cutting-edge research combined with actual feedback from your employees.

Our process begins with alignment, ensuring we customize the survey to increase relevancy for your unique organization. We complete our analysis, resulting in a detailed comparison of your current engagement levels versus benchmark data, and actionable recommendations for top areas of opportunity. To ensure you get the deep-level insights you need, we also create an interactive dashboard specific to your organization's results—that's yours to keep.

## Process and Investment



## About the Research

In spring 2018, award-winning market research firm Chadwick Martin Bailey surveyed employees of varied tenure and roles in nine industries. Leveraging predictive analytics and a proven social psychology framework, our findings validated the impact of key psychological benefits on employee engagement. In addition, we explored the interrelationships between these psychological benefits and supporting employer initiatives that drive critical business issues like employee attraction, engagement, retention and advocacy.

## Customization Options Available

- > Complex segmentation beyond standard factors (role, level, department, geography, gender, generation and tenure)
- > Focus groups
- > Employee interviews
- > Ongoing consultation

<sup>1</sup> Gallup | State of the Global Workplace Report

## A Glimpse at the Interactive Dashboard

Your interactive dashboard will enable you to visualize your data, filter on-demand and delve deeply in to your results. This robust analytical tool will enable you to easily draw insights from your own employee feedback as well as comparisons to the benchmark results.

Even better? It's personalized to align with your organization's terminology, geographies and custom questions, ensuring complete relevancy. With both birds-eye and detailed views that help you evaluate engagement and employee feelings on each of the psychological benefits, you'll have the critical information you need to transform your employees into all-out advocates for your organization.



**About ITA Group.** We custom design solutions that will engage, excite and delight your people. Built with the right mix of motivators and blend of emotion drivers, we're crafting strategies that fuel advocacy and drive business results. Find out more at [itagroup.com](http://itagroup.com).



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