



⊕ Creating an Exceptional Employee Experience

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Before we begin...

- ⊕ We are recording this webinar. The on-demand version will be available for viewing on our site by the end of the week.
- ⊕ This webinar has been pre-certified by the HRCI for one hour of HR general recertification credit.
- ⊕ If at any time during the presentation you have a question you'd like us to answer, send it to us using the "Questions" tab in the GoToWebinar menu bar.

About G&A Partners



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Agenda

- + Defining and measuring employee engagement
- + The impact of engagement on business performance
- + Strategies for evaluating and improving your current employee experience



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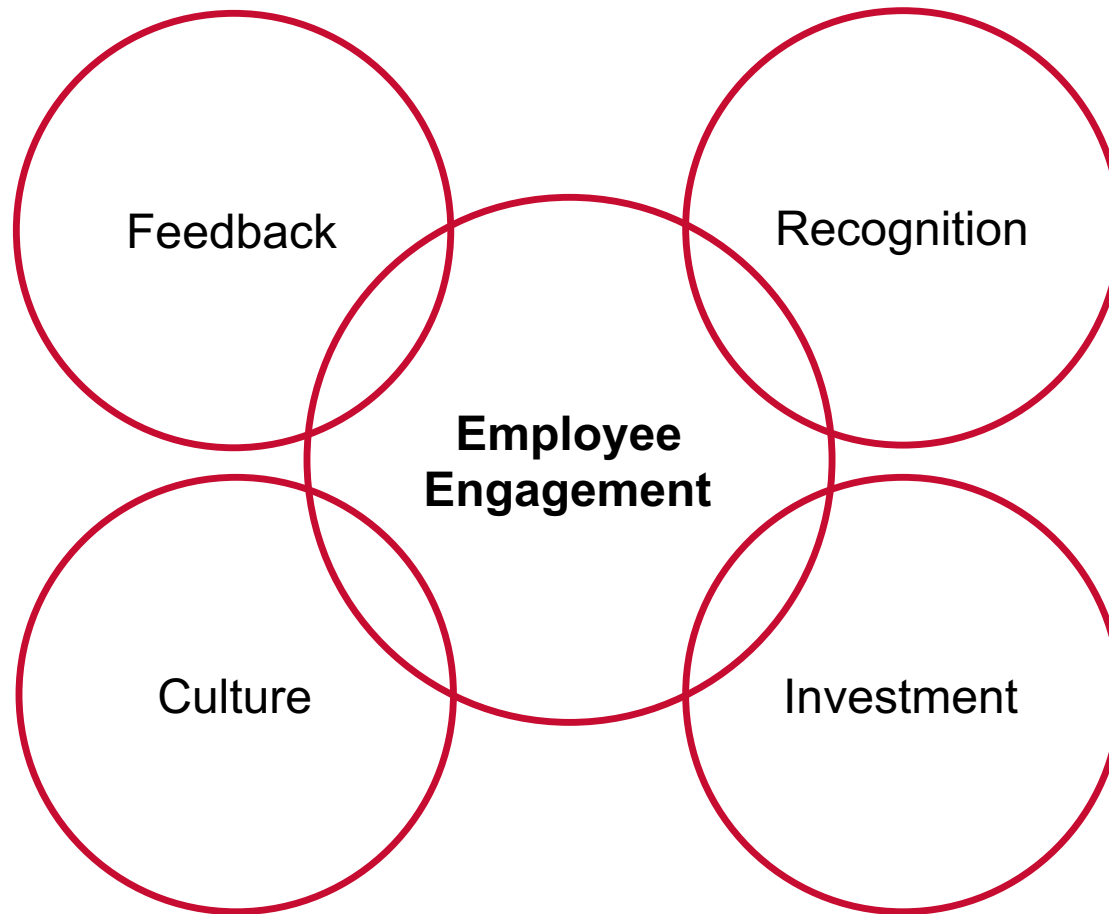
Employee engagement

- + Describes an organization in which employees:
 - + Give their best each day
 - + Are committed to their organization's goals and values
 - + Are motivated to contribute to organizational success
 - + Have an enhanced sense of their own well-being

Employee satisfaction

- + NOT the same as engagement
- + Describes whether employees:
 - + Are happy and contented
 - + Are fulfilling their desires and needs at work
- + Is a factor in:
 - + Employee motivation
 - + Employee goal achievement
 - + Positive employee morale

Elements of engagement



Feedback

+ Elements

- + Helpful
- + Continuous

+ Types

- + Motivating
- + Corrective
- + Flattering
- + Provocative



Recognition

- + Motivates
- + Feel valued
- + Increase productivity
- + Increase loyalty
- + Sense of accomplishment

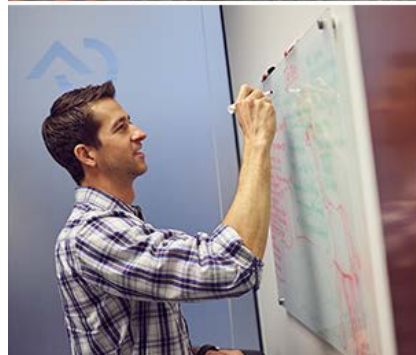


Investment

- ⊕ Helps attract and keep great employees
- ⊕ Helps you create “promotable” employees
- ⊕ Keeps employees engaged at work
- ⊕ Helps you save and earn money
- ⊕ Forces you to look to the future

Culture

- + Environment
- + Setting
- + Social norms
- + Office rituals
- + Language
- + “How things get done”



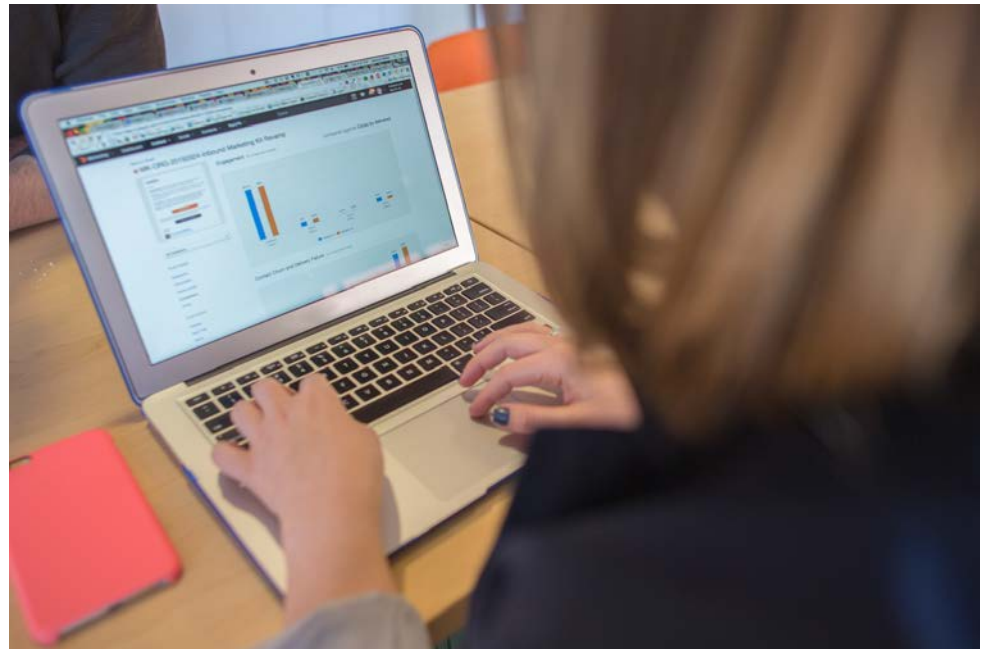
Skills for HR

Understanding the employee journey



Collecting data

- + Collect data regularly
- + Analyze data
- + Identify issues



Creating personas

- + Get into the mindset of your ideal hires
 - + Name
 - + Role
 - + Personality
 - + Values



Developing “design thinking”



- + Identify pain points
- + Rethink processes
- + Propose new strategies
- + Create engaging user interfaces (UI)

Using data to tell stories

- ⊕ People analytics can help predict and direct the future of your organization
- ⊕ Tells the story of your company and your people
- ⊕ Make your HR data “human”

Employee Engagement

Measuring engagement

- + What is the best way to measure employee engagement?
 - + Surveys
 - + Talking with employees



Frequency

- + How often should you do an employee engagement survey?
- + Annual employee survey
- + Quarterly calibration survey
- + Weekly “pulse point” surveys

Structuring surveys

- + How should you structure your survey?
 - + Limit to 10 or 12 questions
 - + 4-5 calibration questions
 - + 4-5 fact-finding questions
 - + 2-4 “voice of the employee” questions
 - + Vary of question types
 - + Yes/no
 - + Multiple choice
 - + Rating scales
 - + Open text

Structuring surveys

- + Calibration questions
 - + Should stay the same in every survey
 - + Use weighted average to determine **employee engagement score**
- + Fact-finding questions
 - + Help you determine what is driving/hindering engagement
- + “Voice of the employee” questions
 - + Allow you to collect individual answers/opinions

Calculating engagement score

- ⊕ Apply a weighted average across calibration questions
- ⊕ Example: When did you last feel recognized for doing a good job?
 - ⊕ In the past week = 3 points
 - ⊕ In the past month = 2 points
 - ⊕ In the past quarter = 0 points
 - ⊕ Never = -1 point

Calculating engagement score

- ⊕ Add up the scores for all questions
- ⊕ Average this number across the number employees so that you can track overall progress
- ⊕ Avoid sharing scoring system specifics to prevent “gaming” of the system

Tracking progress over time

- + Consistently ask the same questions
 - + Builds a fair comparison
- + Don't feel a question is working?
 - + Bring in new question
 - + Run both in parallel for a time to compare

Pre-designed surveys

Professional Development

Please rate your agreement with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I am encouraged to explore growth or advancement opportunities within the organization.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am encouraged to attend training and professional development workshops and seminars.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Performance Management

Please rate your agreement with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I receive timely feedback regarding my performance.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have the knowledge and resources I need to do my job well.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Potential pitfalls/challenges

- + Employees might not be truthful
- + Managers might try to influence results
- + Low participation rates
- + Hard to change
- + Inconsistent results
- + People tune out
- + Target vs. measurement

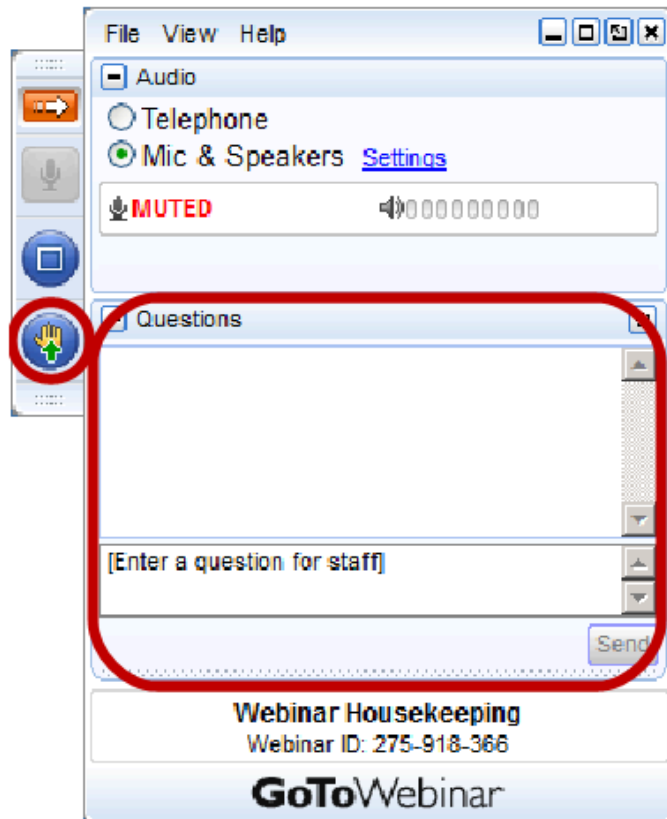
Increasing engagement

- + Managers are key
- + New job opportunities
- + Feedback
- + Engage as part of wider family
- + Promotion opportunities

Increasing engagement

- + Employee referrals
- + Approachable senior management
- + Anonymous
- + Transparency
- + Systems and processes

Questions?



*You can type questions in the Go-to-Webinar menu bar as shown.

Questions?

Q&A

#AskMDE



If we didn't get to your question during today's presentation, tweet us ([@GAPartners](https://twitter.com/GAPartners)) using [#AskMDE](https://twitter.com/AskMDE), and our experts will reply with an answer shortly!

Or, you can email your questions to info@gnapartners.com.

Reminders

- + The recording of this webinar will be available on the G&A Partners website soon (www.gnapartners.com).
- + This webinar has been pre-certified for 1 hour of general recertification credit toward PHR, SPHR and GPHR recertification through the HR Certification Institute.

We will send out an email to all those who are confirmed as attended with the program ID code to note on your HRCI recertification application form.



The use of this seal is not an endorsement by the HR Certification Institute of the quality of the program. It means that this program has met the HR Certification Institute's criteria to be pre-approved for recertification credit.

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