

Employee Engagement & Alignment Survey

Drive business performance by pinpointing where strategic misalignment exists.

Research shows that high performance organizations not only have more engaged employees, but that their employees are aligned to the business strategy.

i4cp's unique survey approach goes beyond engagement and reveals alignment gaps that represent real business opportunities. To focus employees and organizations on customers, profits and a singular strategy, i4cp's next generation of employee survey measures five interrelated categories. This approach helps companies improve engagement and identify and close gaps – a critical step in becoming high-performance organizations.

Our employee survey is designed to reveal answers to the workforce engagement and alignment issues that, when addressed, have the greatest impact on business performance.

Don't benchmark. Execute.

Rather than drawing broad conclusions from external benchmarks, i4cp research has shown that internal gap analysis is most influential for business change. It's more important and actionable to identify a lack of strategic cohesion between the senior executive level and the management level than benchmarking against nameless, faceless companies. The best companies use employee engagement surveys to:

1. Ask only questions employees know will be addressed
2. Conduct gap analysis to identify departments or teams that aren't aligned with the company's strategy
3. Develop programs that address shortfalls revealed by the survey
4. Treat the results as business opportunities



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Improve in the five domains of high performance™

i4cp has been helping the world's top organizations for over 40 years, and during this time we've conducted extensive research on the practices and strategies that define high-performance organizations. Our research has revealed that top companies have engaged workforces that are aligned with the five key human capital domains that have the strongest impact on the bottom line:

1. Strategy

How are strategic priorities transmitted, shared and made consistent throughout the organization?

2. Leadership

How do the leadership behaviors create the needed climate for the organization to be productive?

3. Talent

To what extent do employees understand how their jobs match the strategic priorities of the company?

4. Culture

To what degree are your organization's values and beliefs aligned to the business strategy?

5. Market

To what extent do your employees understand the marketplace and customers and know how their jobs impact business results?



Why i4cp?

We know there are many employee survey providers to choose from, but none have the deep expertise and research into high-performance organizations that i4cp has. Here are three reasons that set i4cp apart:

1. We link identified gaps to the practices and strategies the world's best companies are using to stay ahead of the competition.
2. Survey results are delivered via i4cp's Interactive Data, a flexible, easy-to-use and customizable reporting platform.
3. No Trojan horses – we won't use your results to sell you additional consulting work.

“There are many companies that do employee surveys, but few have the expertise that i4cp has to identify and close the gaps that lead to high performance. Their flexibility and fast turnaround time, coupled with the interactive results they provide, sets i4cp apart from other providers.”

– CEO of a leading software company

These materials were developed by Overholt, Granell, Vicere and Jamrog, 2006.