# Analytics Engagement

## OVERVIEW

With the unemployment rate at a 50-year low, retaining top talent is more challenging than ever for companies. Employee turnover costs companies time and money in talent searches and training, and burned out employees who do stay in a company cost the organization money in lost productivity.

In an attempt to address burnout and turnover, many organizations turn to employee satisfaction surveys only to be disappointed by results that are not actionable. Most commercial satisfaction and engagement surveys only measure passive satiation without tapping into the energetic, **adaptive employee behaviors that are linked to higher retention and job performance.**

McChrystal Group's five-minute engagement survey has been uniquely crafted to measure the intrinsic motivation of employees to adaptively perform their jobs, even in the face of organizational challenges. It is this energetic engagement with work that businesses should be interested in measuring, predicting, and growing to maximize retention and performance. **The attitudes measured by McChrystal Group's engagement survey have been shown to be a better predictor of employees' turnover intentions than compensation level.**

## AN ACTIONABLE MODEL



In addition to truly measuring employees' engagement levels, McChrystal Group's engagement survey also assesses the cultural factors that drive engagement. Through research and statistical modeling, McChrystal Group assesses not only where an organization's pain points are, but also the relative importance of each pain point to overall levels of employee engagement. Using this information, McChrystal Group **triages results and provide clients with a specific and prioritized action plan for improvement**.

## KEY ENGAGEMENT DRIVERS

### BASIC NEEDS

To be effective, employees' basic workplace needs must be fulfilled, including sufficient training and access to needed materials and equipment.

### POSITIVE ENVIRONMENT

To be engaged, workers must perceive that their organization fosters positivity, through things like the kindness of their coworkers and valuing of diversity.

### ORGANIZATIONAL SUPPORT

To be supported, employees must feel the organization treats them fairly by respecting their opinions and utilizing fair and transparent processes for performance evaluations and crafting deliberate career paths.

For more information, please visit **mcchrystalgroup.com** or email **contact@mcchrystalgroup.com**