

# Engagement Report

## Sample Company, Inc.

Current period:

Oct 13, 2021 - Nov 10, 2021

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# of employees: **593**

# of responses: **537**

Response rate: **91%**

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Previous period:

Oct 7, 2020 - Oct 22, 2020

# McLean & Company Engagement Model

Sample Company, Inc.  
Open Date: Oct 13, 2021  
Close Date: Nov 10, 2021

# of employees: 593  
# of responses: 537  
Response Rate: 91%



# Employee Engagement Goes Beyond Satisfaction

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## SATISFIED

Satisfied employees feel comfortable and are generally happy that their needs are being met.



Average Performance

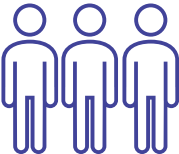
Characteristics

Less likely to help others for the betterment of the organization



Meet minimum performance requirements

Generally keep to themselves



Committed to the degree that their needs are met

Stay at the organization because of what they **get from it**



## ENGAGED

Engaged employees feel energized, passionate, and dedicated. They are highly involved with their work and the organization



Optimal Performance

Characteristics

Help others for the betterment of the organization



Consistently exceed performance requirements



Recommend improvement opportunities

Stay at the organization for what they **give to it**



Have a sense of purpose and pride in their work



# Overall Engagement Results

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See the **appendix** in this report for more information on the engagement calculation and benchmark.



## ENGAGED

Engaged employees consistently exceed expectations. They are energized and passionate about their work, leading them to exert discretionary effort to drive organizational performance.

## ALMOST ENGAGED

Almost engaged employees sometimes exceed expectations and are generally passionate about their work. At times they exert discretionary effort to help achieve organizational goals.

## INDIFFERENT

Indifferent employees are satisfied, comfortable, and generally able to meet minimum expectations. They see their work as “just a job”, prioritizing their needs before organizational goals.

## DISENGAGED

Disengaged employees usually fail to meet minimum expectations, putting in time rather than effort. They have little interest in their job and the organization and often display negative attitudes.

# Engagement Measure Question Scores

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			Previous Survey	Benchmark
I regularly offer to help my colleagues at work.	<div></div> 92%		82% (+10)	89% (+3)
My contributions are important to the success of my department.	<div></div> 86%		62% (+24)	86% (0)
My contributions are important to the success of the organization.	<div></div> 82%		94% (-12)	81% (+1)

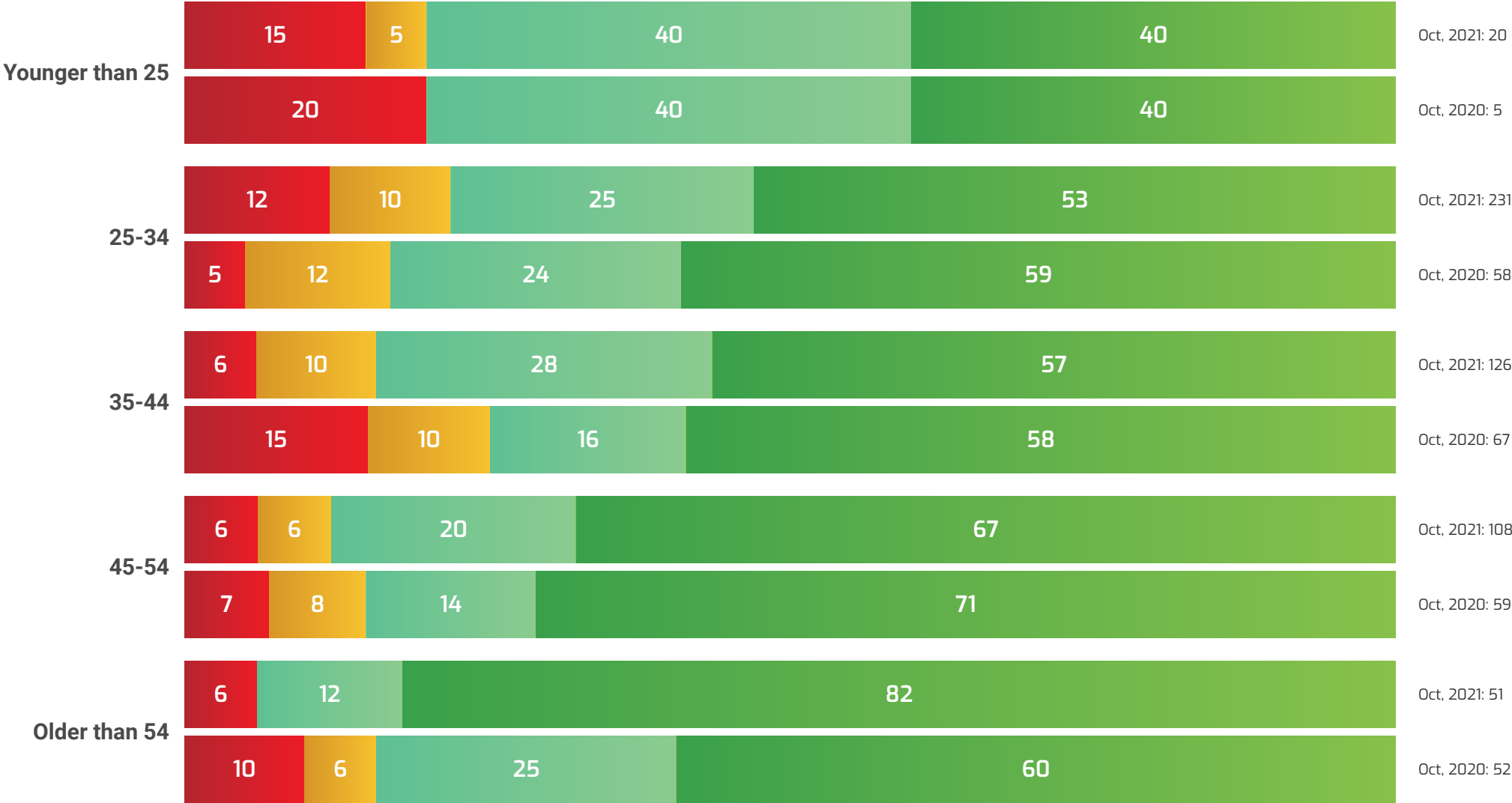
Additional questions have been removed for sample purposes.

The full report will include all engagement questions and scores.

# Engagement by Age

Sample Company, Inc.  
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% of Employees

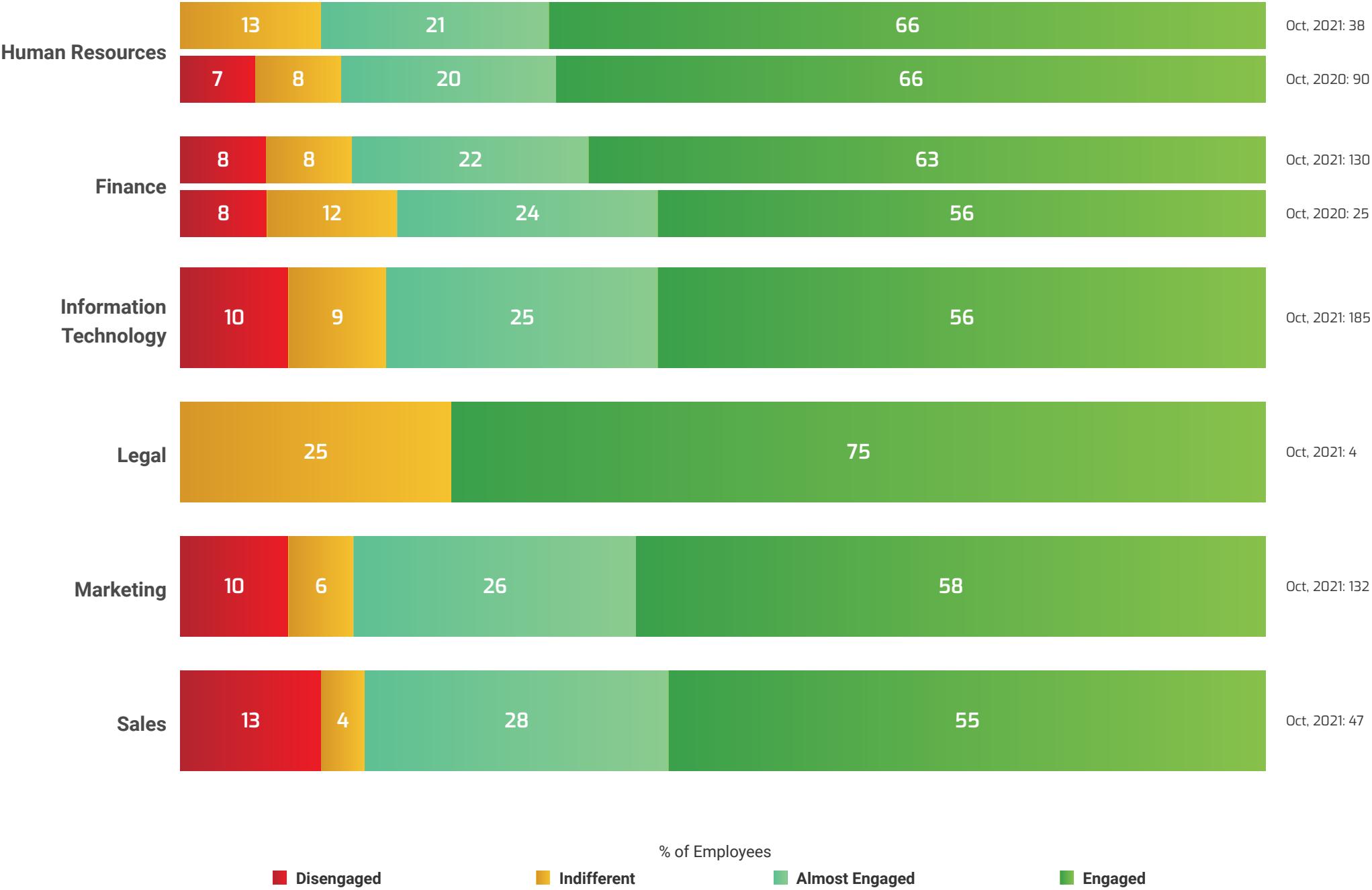
■ Disengaged   ■ Indifferent   ■ Almost Engaged   ■ Engaged



# Engagement by Department

Sample Company, Inc.  
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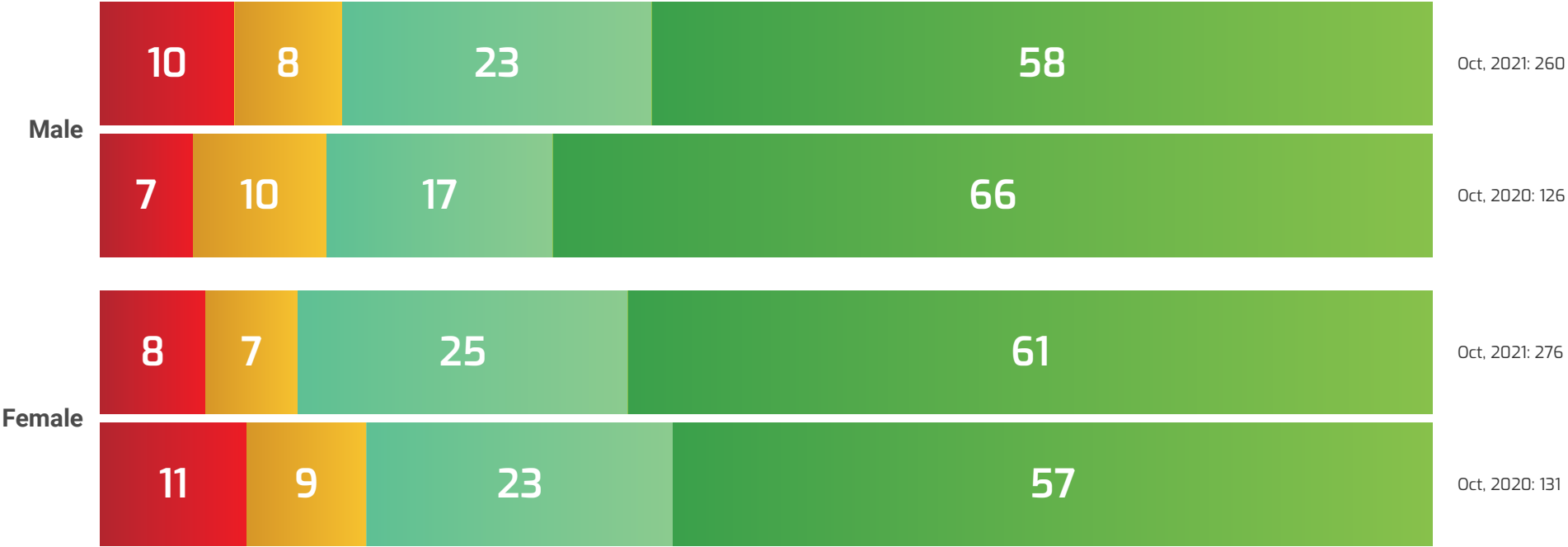
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# Engagement by Gender

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% of Employees

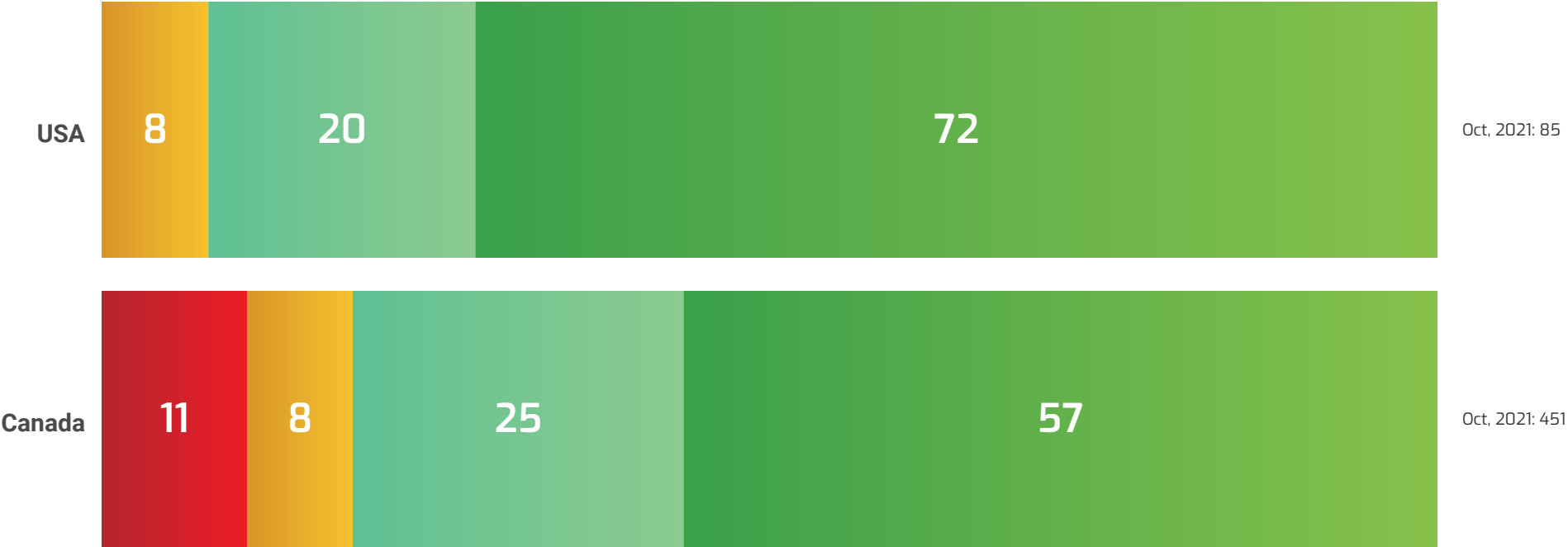
Disengaged Indifferent Almost Engaged Engaged



# Engagement by Location

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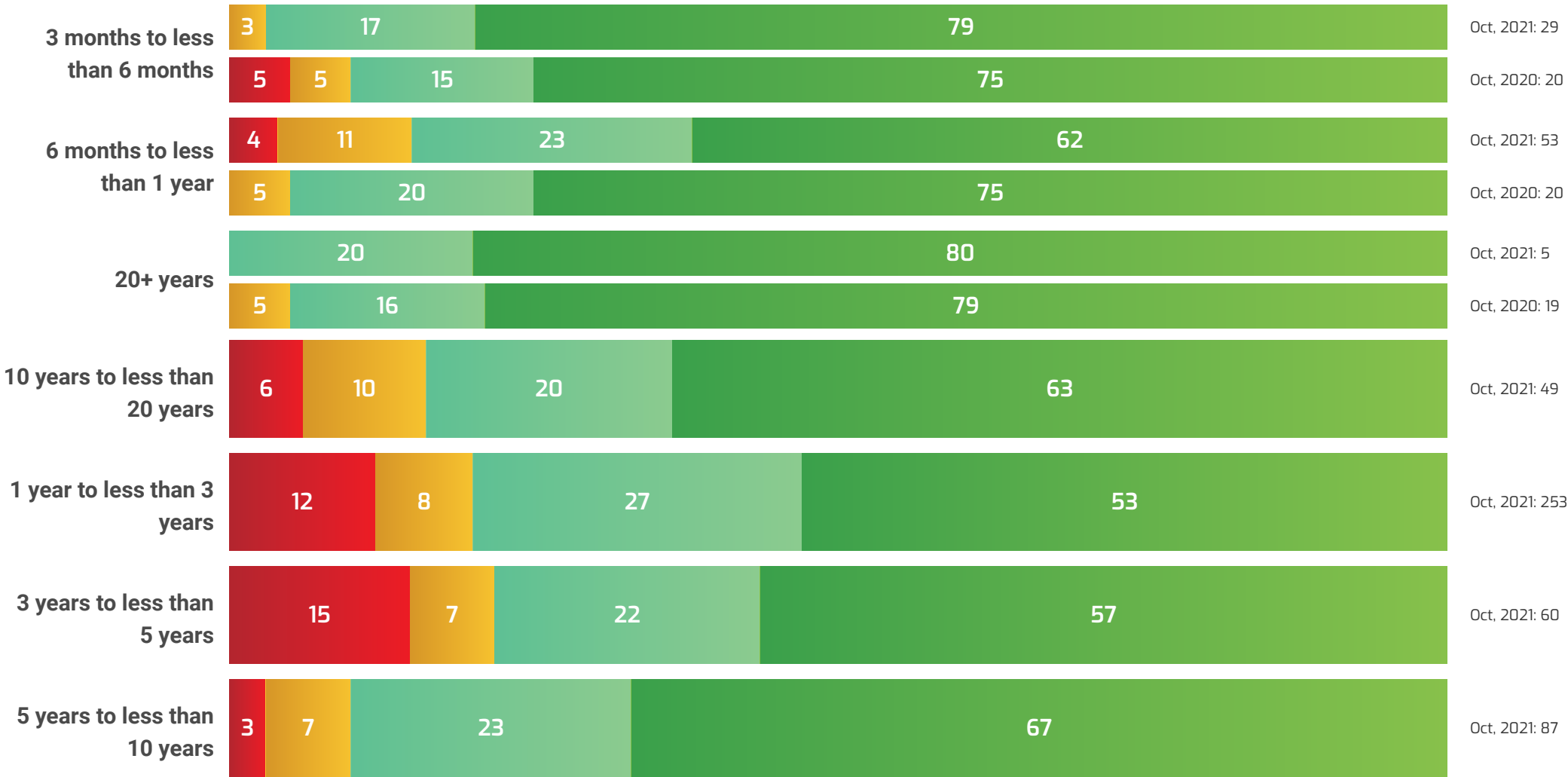
% of Employees

■ Disengaged   ■ Indifferent   ■ Almost Engaged   ■ Engaged

# Engagement by Tenure

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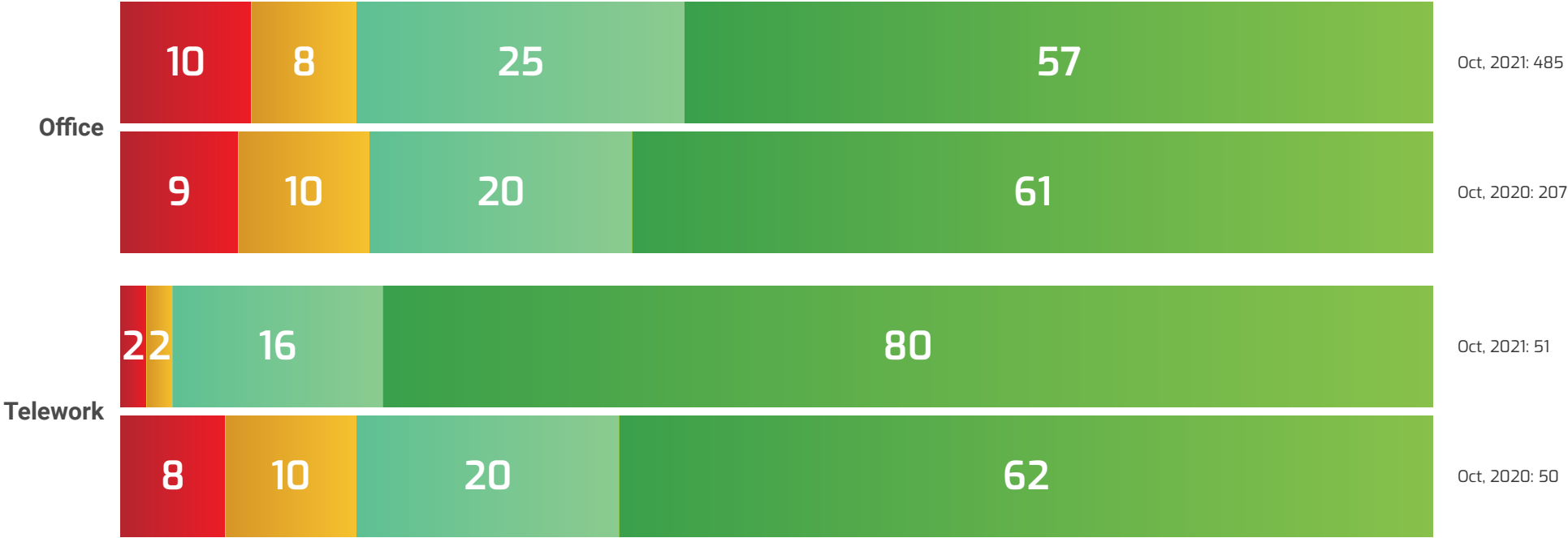
% of Employees

Disengaged Indifferent Almost Engaged Engaged

# Engagement by Work Arrangement

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% of Employees

■ Disengaged   ■ Indifferent   ■ Almost Engaged   ■ Engaged

# McLean Employee Experience Score

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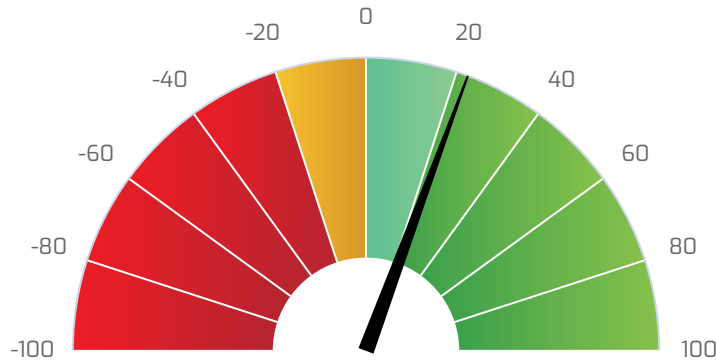
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## EMPLOYEE EXPERIENCE

How likely would you be to recommend this organization to a qualified friend or a family member as a great place to work?

### EMPLOYEE EXPERIENCE SCORE (% of Supporters - % of Detractors)



### CURRENT SCORE

22.6

### AVERAGE RESPONSE

8

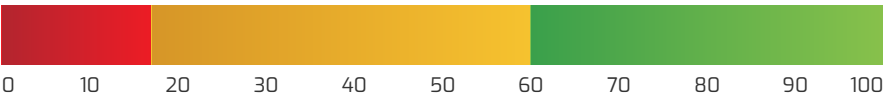
### PREVIOUS SCORE

23.2

### BENCHMARK

9.9

### SCORE BREAKDOWN

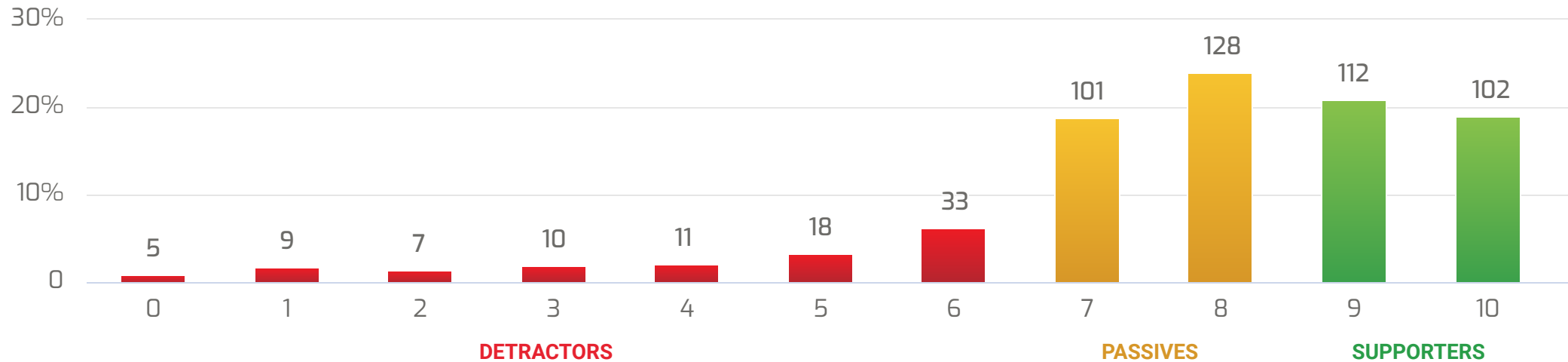


DETRACTORS: 17.4%   PASSIVES: 42.7%   SUPPORTERS: 39.9%  
Answered 0-6   Answered 7-8   Answered 9-10

### PREVIOUS SURVEY

21.7%   33.5%   44.9%

## RESPONSE DISTRIBUTION



Driver Results

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			Previous Survey	Benchmark
Inclusion	<div></div>	85%	70% (+15)	75% (+10)
Coworker Relationships	<div></div>	84%	59% (+25)	77% (+7)
Company Potential	<div></div>	81%	75% (+5)	66% (+15)
	<div></div>			

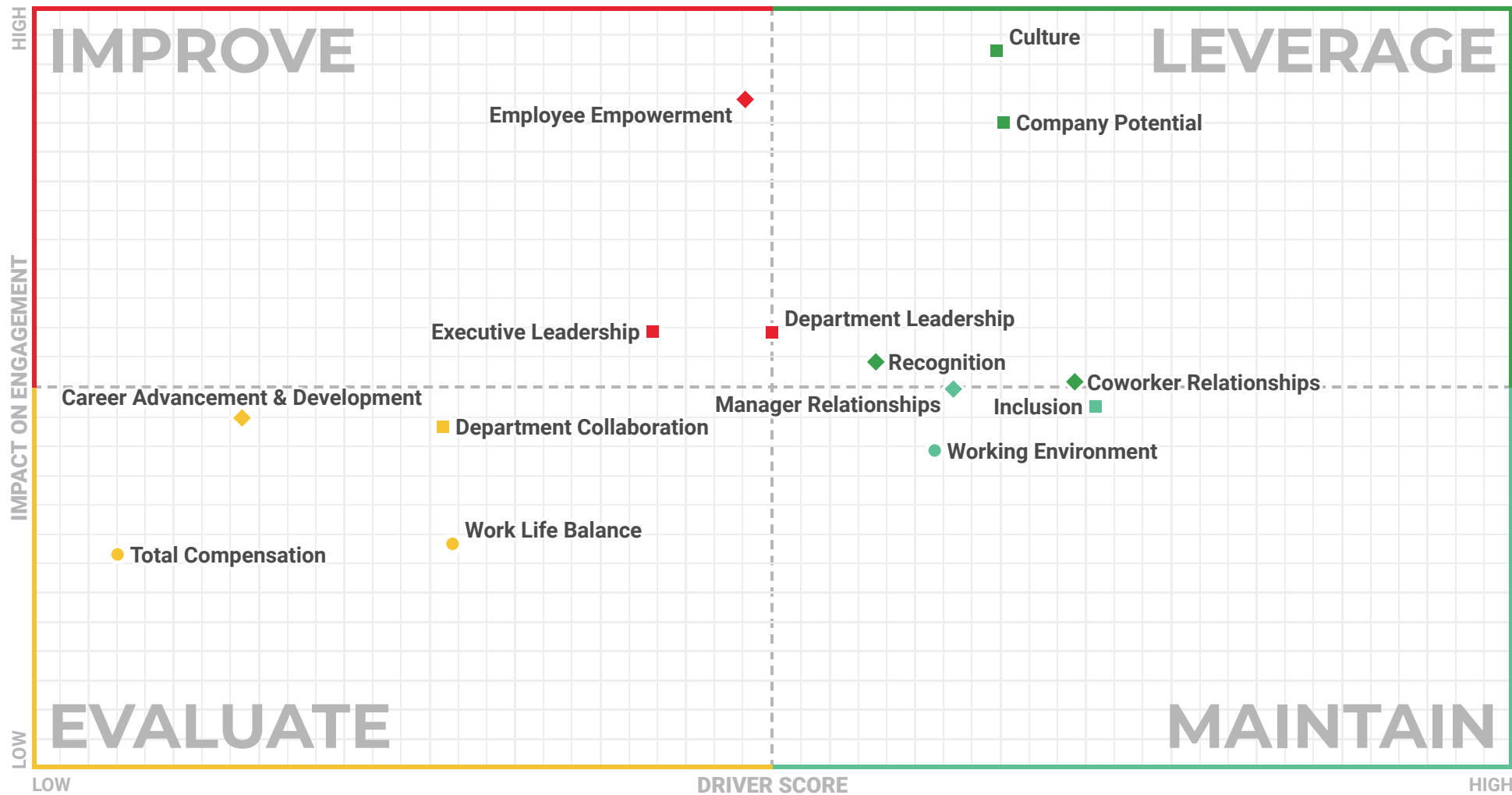
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The full report will include all engagement questions and scores.

# Priority Matrix

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## Previous Survey Improve Drivers

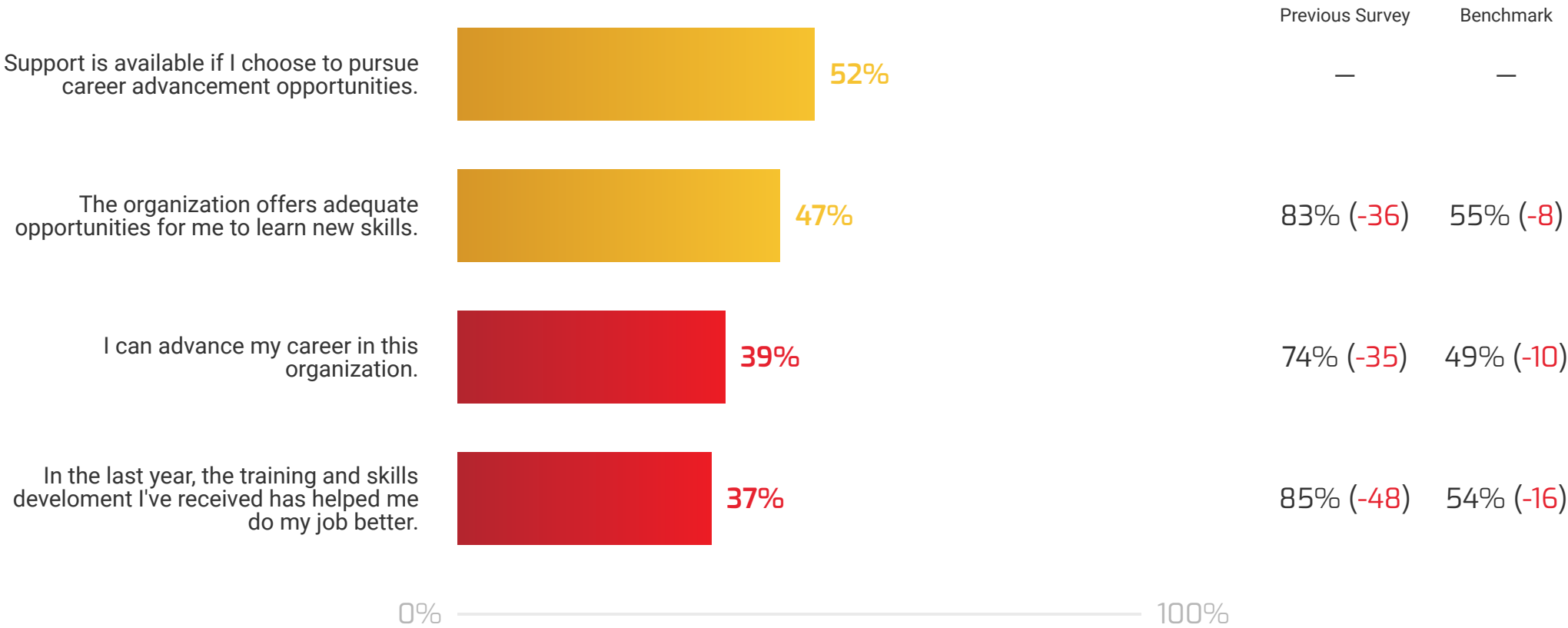
■ Culture ■ Executive Leadership ◆ Manager Relationships ◆ Job Driver ■ Organizational Driver ● Retention Driver

# DRIVER: Career Advancement & Development

OVERALL DRIVER AVERAGE SCORE: 44%

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< 40% Low Performing 40% - 60% Average Performing ≥ 60% High Performing

IMPROVE	LEVERAGE
EVALUATE	MAINTAIN

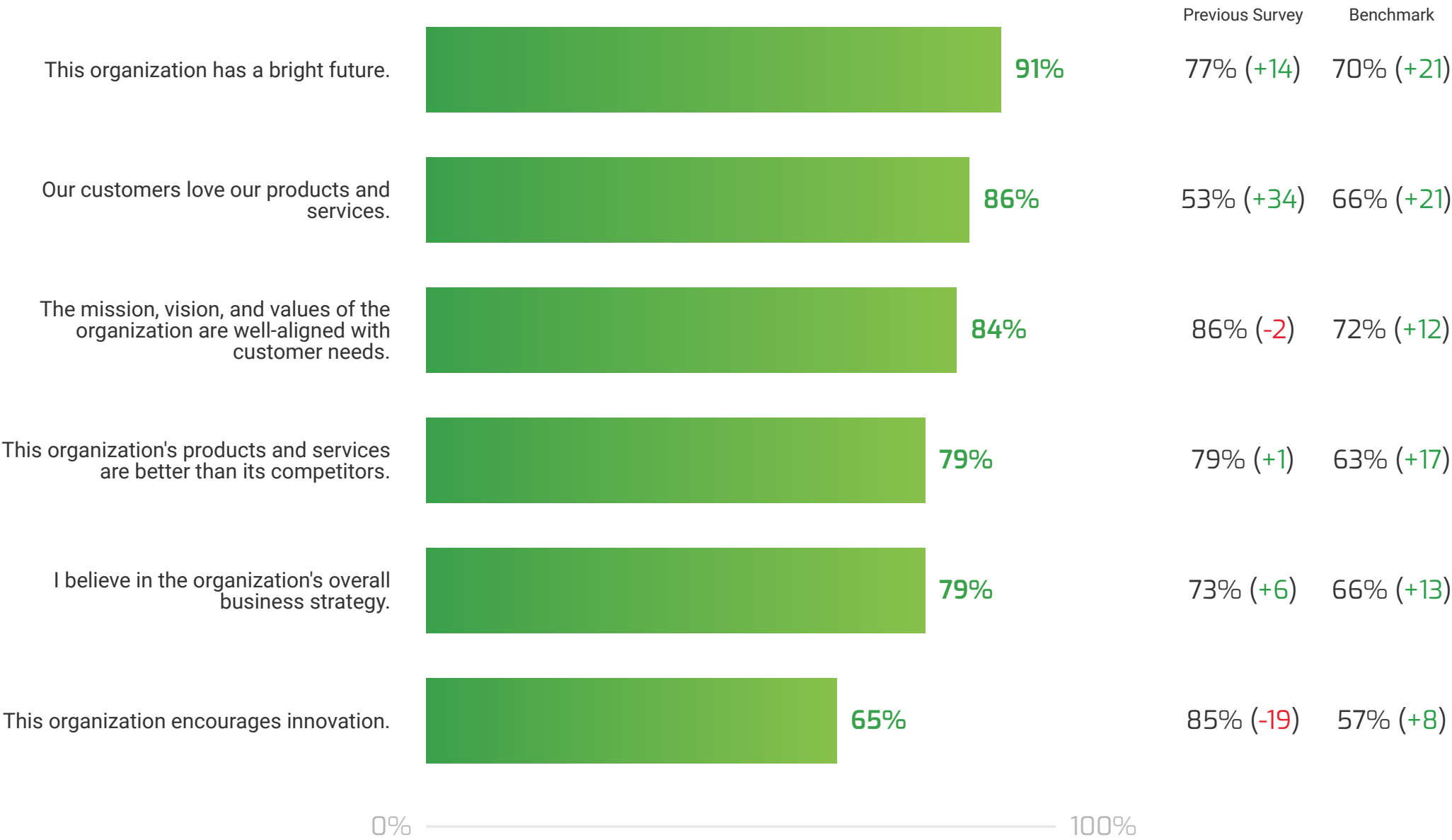


DRIVER: **Company Potential**

OVERALL DRIVER AVERAGE SCORE: **81%**  
OVERALL BENCHMARK AVERAGE SCORE: **66%**

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■ < 40% Low Performing    ■ 40% - 60% Average Performing    ■ ≥ 60% High Performing

IMPROVE	LEVERAGE
EVALUATE	MAINTAIN

## DRIVER: **Coworker Relationships**

OVERALL DRIVER AVERAGE SCORE: **84%**

OVERALL BENCHMARK AVERAGE SCORE: **77%**

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McLEAN &  
COMPANY



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# Overall Results Distribution

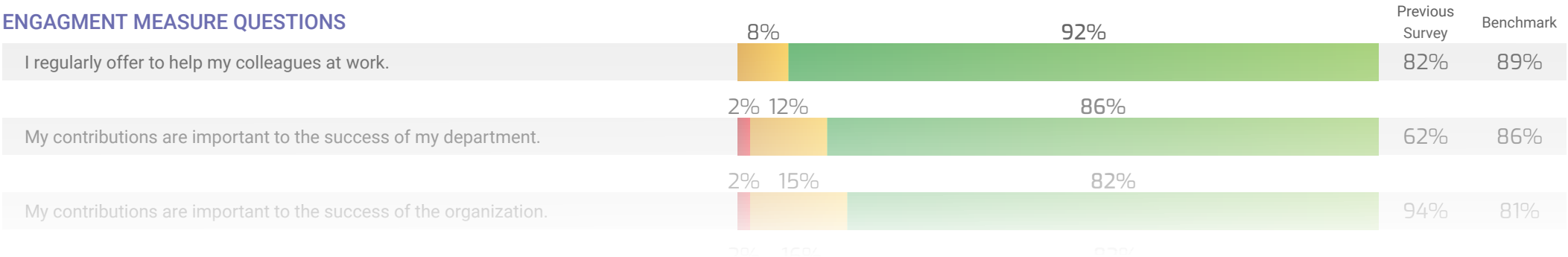
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## ENGAGEMENT, TAKING ACTION, & TRENDING QUESTIONS

### ENGAGEMENT MEASURE QUESTIONS



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Interpreting the Results

Engagement Calculation

Each survey respondent is classified into one of four engagement levels based on their average response to the engagement measure questions.

*The classification is as follows:*

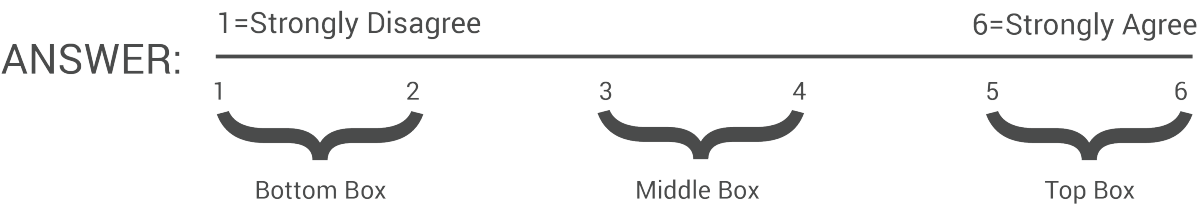
- Average response to the engagement measure questions is **greater than 5 = Engaged**
- Average response to the engagement measure questions is **greater than 4.5 but less than or equal to 5 = Almost Engaged**
- Average response to the engagement measure questions is **greater than 4 but less than or equal to 4.5 = Indifferent**
- Average response to the engagement measure questions is **less than or equal to 4 = Disengaged**

The percentage of respondents in each engagement level type is then included within the reports.

Question and Driver Calculations

McLean & Company uses a 1 to 6-point agreement scale for data collection, with the additional option to respond not applicable (N/A) when participants deem that the question does not apply to them. Respondents are asked to indicate the extent to which they agree with each statement by choosing a whole number between 1 and 6 on the scale. The question results are displayed as bottom, middle, and top box results, which correspond to the percentage of respondents who selected 1 or 2, 3 or 4, and 5 or 6, respectively. Not applicable (N/A) responses are not included in any results calculations.

The top box scores for each driver are calculated by compiling the responses for all the questions under each driver and subsequently determining a new top box score (the percentage of responses that were 5 or 6) overall.



## Benchmarks

Ultimately the state of engagement at every organization is shaped by its people, culture, history, and other factors. Consequently, all decisions related to engagement initiatives must be based on the organization's results and unique needs. External comparisons – including benchmarks – should be used to provide context around your results rather than to make decisions.

McLean & Company offers clients a generic or industry specific benchmark. The generic benchmark is comprised of all standard engagement surveys completed by McLean & Company clients. Industry specific benchmarks are comprised of McLean & Company clients sorted into industry designations as specified by the North American Industry Classification System (NAICS). Industry specific benchmarks are only available for industries which have a large enough data set.

## Priority Matrix

The prioritization grid is created by plotting the top box scores for each driver on the horizontal axis and the impact of each driver on engagement on the vertical axis. The impact each driver has on engagement is determined by calculating the correlation between each driver and engagement and then multiplying this correlation score by the slope between each driver and engagement. An iterative algorithm places the quadrants such that 3 drivers are positioned in the top left-hand quadrant, the "Improve" quadrant. These "Improve" quadrant drivers have lower top-box scores and higher importance scores relative to the other drivers.

The priority matrix is an informative tool in analyzing results and determining where future engagement efforts and actions could take place. It, however, is simply a part of the analysis and additional information must be considered before making final decisions.