

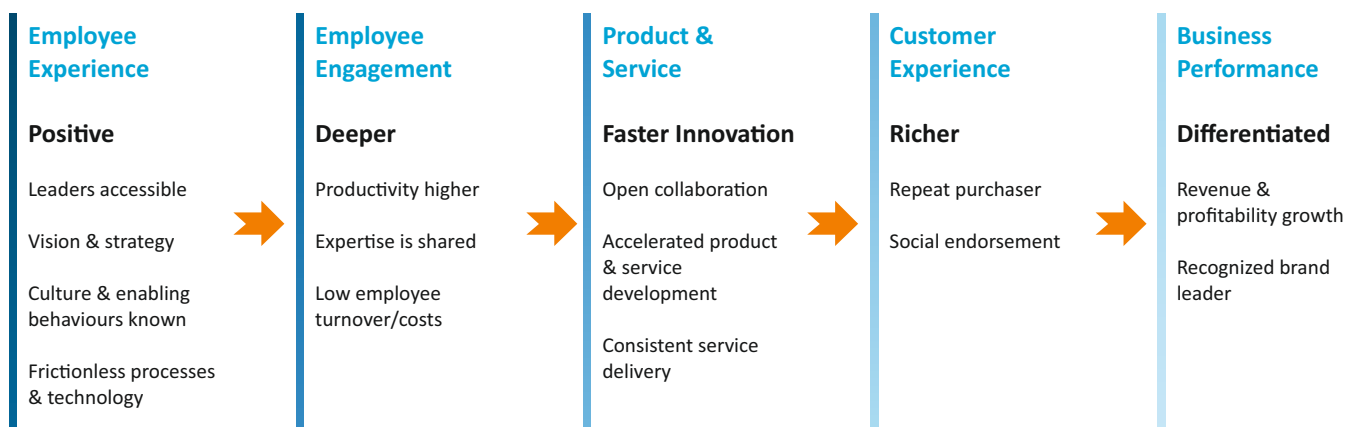
# Survey Advantage<sup>™</sup>

An IBM product

The start of an engaged workforce

“Scaling Business and Driving Growth depends on an organization’s greatest assets, its **People**; and that is why **Engaging** and **Inspiring** people is sacrosanct.”

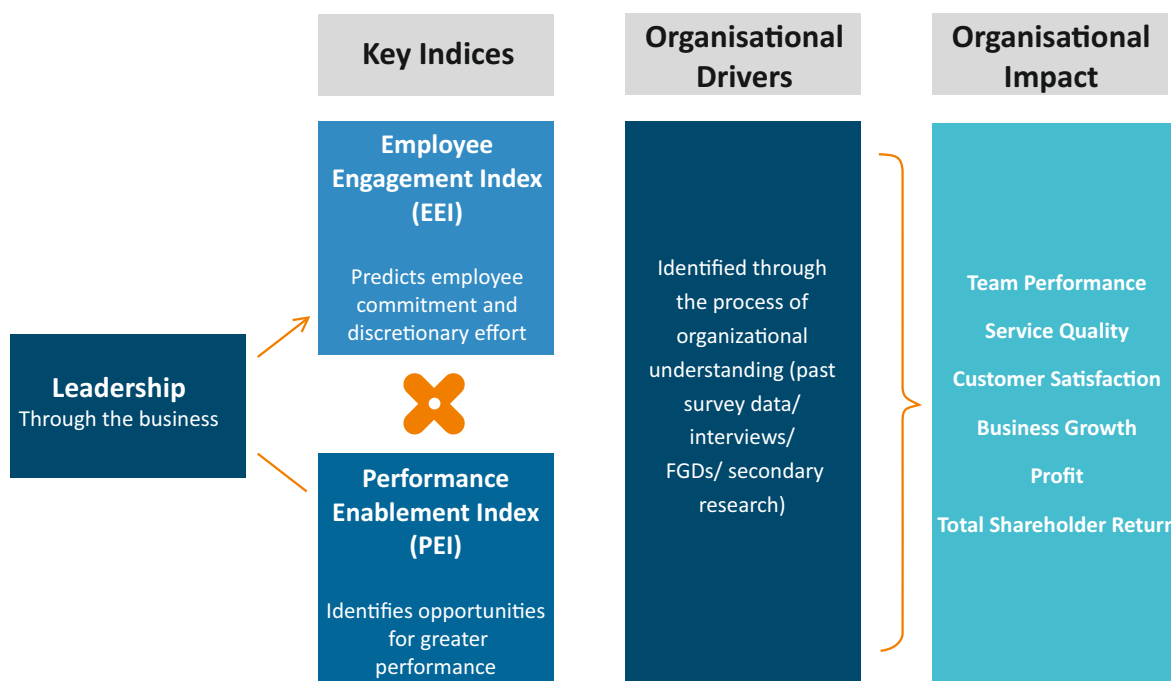
Wondering how an **engaged workforce** can transform **business**? This is how:



Source: WorkTrends<sup>™</sup> 2016 Global for the IBM/Globoforce Employee Experience Index (n=23,070)

## Why employee engagement matters?

Through over 3 decades of extensive research with High Performance Organizations, IBM Kenexa has established the multi-dimensional impact of **employee engagement on business results**. A key finding of this research also states employees must also be enabled to reach their potential and engaged employees are more likely to strive to reach their potential.



**InspireOne | IBM High Performance Engagement Model at the core of Employee Engagement Strategy**












## About Survey Advantage™

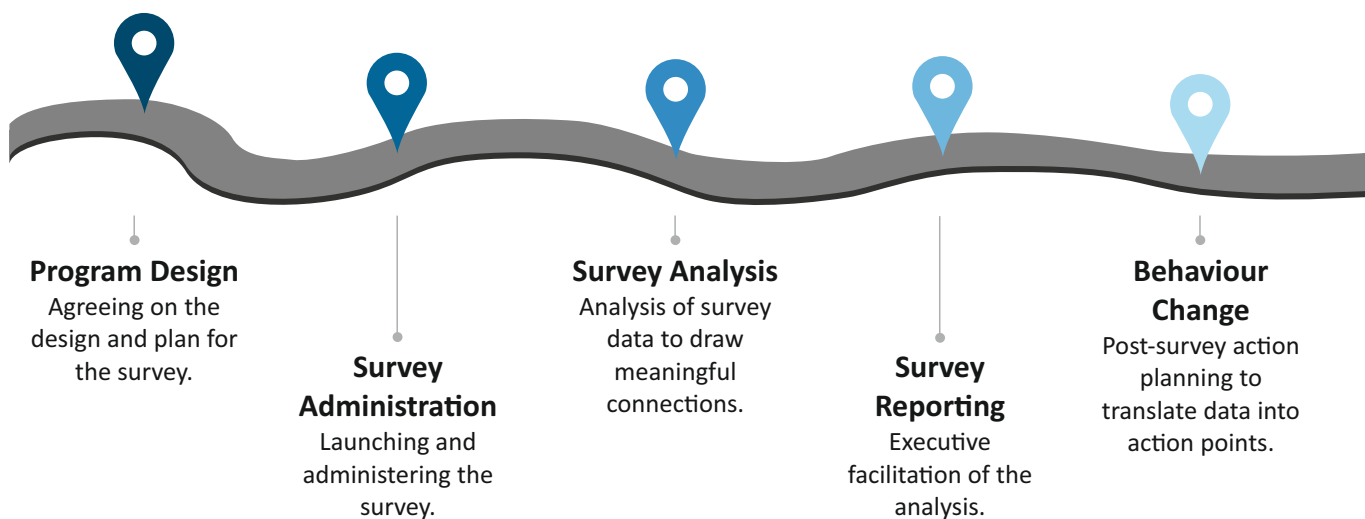
The IBM Consulting group developed the Survey Advantage™ to reflect our knowledge, research, and track-record in defining, validating, and improving businesses through our focus on Employee Engagement and its key drivers. In essence, the Survey Advantage™ is premised on Global Normative data of 751 Survey Projects across industries.

Core Items	Supplemental Items	Response Scale	Benchmarks
<p>38 items grouped into these 10 themes:</p> <ul style="list-style-type: none"> <li>• Involvement &amp; Belonging</li> <li>• Communication</li> <li>• Growth &amp; Development</li> <li>• Manager Effectiveness</li> <li>• Quality</li> <li>• Recognition</li> <li>• Future Vision</li> <li>• Trust</li> <li>• Engagement</li> <li>• Survey Credibility</li> </ul>	<p>36 items available in the themes of:</p> <ul style="list-style-type: none"> <li>• Behaviour Change</li> <li>• Compensation &amp; Benefits</li> <li>• Customer Focus</li> <li>• Change Management</li> <li>• Corporate Social</li> <li>• Responsibility</li> <li>• Diversity</li> <li>• Ethics</li> <li>• Immediate Supervisor/Manager</li> <li>• Job Satisfaction</li> <li>• Performance Management</li> <li>• Safety</li> <li>• Teamwork</li> <li>• Values</li> <li>• Work/Life Balance</li> </ul>	<p>5-point Likert-type scale</p> <p>Grouped into <b>Unfavourable</b></p> <ul style="list-style-type: none"> <li>• Strongly Disagree</li> <li>• Disagree</li> </ul> <p>Grouped alone as <b>Neutral</b></p> <ul style="list-style-type: none"> <li>• Neither Disagree nor Agree</li> </ul> <p>Grouped into <b>Favourable</b></p> <ul style="list-style-type: none"> <li>• Agree</li> <li>• Strongly Agree</li> </ul>	<p>Available for all 74 items in overall Q4-13</p>

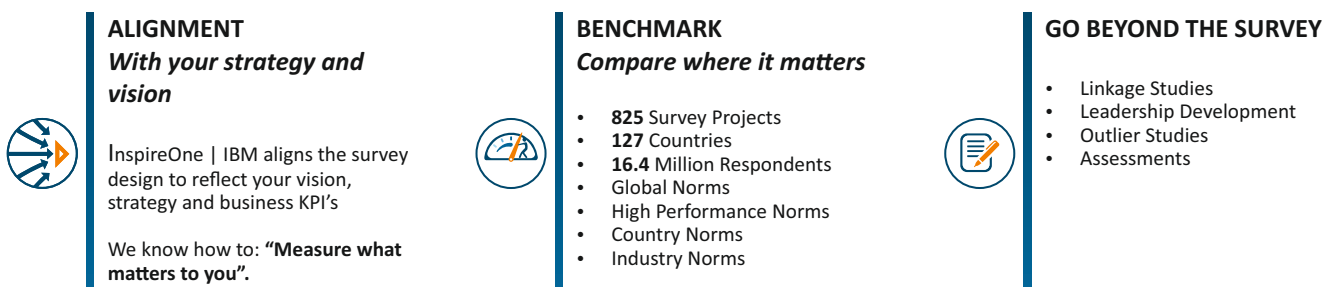
## Survey Advantage™: Product features

 <p><b>Scientific</b> Premised on InspireOne   IBM Employee Experience &amp; High Performance Engagement Model.</p>	 <p><b>Compatible with your HRIS</b> Embedded with <b>Dynamic Organizational mapper tool</b> for better convenience in editing of HRIS data and effective mapping.</p>	 <p><b>Customizable</b> <b>Bespoke consulting approach</b> to design the survey instrument as per your need.</p>
 <p><b>Reliable</b> World's <b>largest Norms database</b> of 750 projects, 680 million survey responses and 15 million unique respondents.</p>	 <p><b>Advanced analytics</b> <b>DataMiner tool</b> to enable drill down report generation by the client organization.</p>	 <p><b>Action planning assistance</b> <b>Viewpoint action planning tool</b> with unique login by all managers (&gt; 5 respondents) and intuitive action planning.</p>
 <p><b>Comprehensive reporting</b> <b>Graphs</b> for better comprehension of reports.</p>	 <p><b>Sentiment Analysis</b> powered by IBM Watson Analyze qualitative response through Watson.</p>	 <p><b>Executive facilitation</b> <b>Global consulting support</b> for deeper insights and way forward through executive facilitation to leadership team.</p>

## Employee engagement survey - A roadmap



## Why InspireOne | IBM?



## About InspireOne®

InspireOne® partners with organizations to help manage change scenarios and achieve business results, through contextualized and inspiring interventions around leadership and people development, strategic alignment and building strong sustainable culture.

