

Survey Advantage[™]

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:

Employee Experience	Employee Engagement	Product & Service	Customer Experience	Business Performance
Positive	Deeper	Faster Innovation	Richer	Differentiated
Leaders accessible	Productivity higher	Open collaboration	Repeat purchaser	Revenue & profitability growth
Vision & strategy	Expertise is shared	Accelerated product & service	Social endorsement	Recognized brand
Culture & enabling	Low employee	development		leader
behaviours known	turnover/costs	Consistent service		
Frictionless processes & technology		delivery		

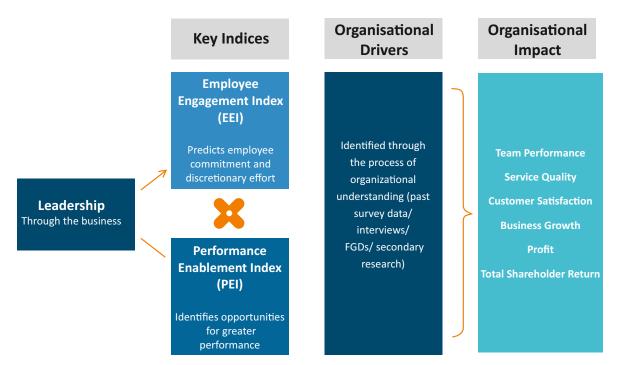
 $Source: Work Trends^{TM}\ 2016\ Global\ for\ the\ IBM/Globoforce\ Employee\ Experience\ Index\ (n=23,070)$





Why employee engagement matters?

Through over 3 decades of extensive research with High Performance Organizations, IBM Kenexa has established the multidimensional 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

Quality Satisfaction Customer **Performance Enablement Employee Engagement Focus** The extent to which employees The extent to which an **Advocacy** are motivated to contribute to organization is committed to high organizational success and are levels of customer service and Capability willing to apply discretionary product quality and relies upon effort to accomplishing tasks continuous improvement Commitment important to the achievement of **practices** to achieve superior Invovement organizational goals organizational results Pride Collaboration





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

38 items grouped into these 10 themes:

- · Involvement & Belonging
- Communication
- · Growth & Development
- Manager Effectiveness
- Quality
- Recognition
- · Future Vision
- Trust
- Engagement
- · Survey Credibility

Supplemental Items

36 items available in the themes of:

- · Behaviour Change
- · Compensation & Benefits
- Customer Focus
- Change Management
- Corporate Social
- Responsibility
- · Diversity
- Ethics
- Immediate
 Supervisor/Manager
- Job Satisfaction
- Performance Management
- Safety
- Teamwork
- Values
- · Work/Life Balance

Response Scale

5-point Likert-type scale
Grouped into Unfavourable

- Strongly Disagree
- Disagree

Grouped alone as Neutral

· Neither Disagree nor Agree

Grouped into Favourable

- Agree
- · Strongly Agree

Benchmarks

Available for all 74 items in overall Q4-13

Survey Advantage™: Product features



Scientific

Premised on InspireOne | IBM Employee Experience & High Performance Engagement Model.



Compatible with your HRIS

Embedded with **Dynamic Organizational mapper tool** for better convenience in editing of HRIS data and effective mapping.



Customizable

Bespoke consulting approach to design the survey instrument as per your need.



Reliable

World's largest Norms database of 750 projects, 680 million survey responses and 15 million unique respondents.



Advanced analytics

DataMiner tool to enable drill down report generation by the client organization.



Action planning assistance

Viewpoint action planning tool with unique login by all managers (> 5 respondents) and intuitive action planning.



Comprehensive reporting

Graphs for better comprehension of reports.



Sentiment

Analysis powered by IBM Watson Analyze qualitative response through Watson.



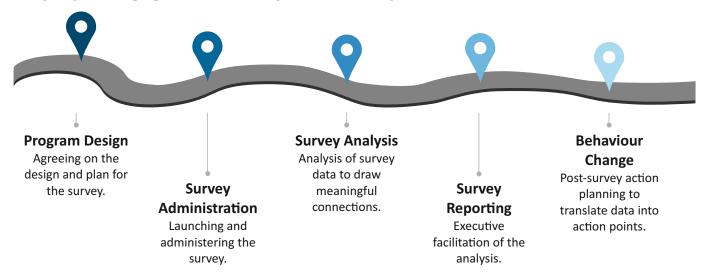
Executive facilitation

Global consulting support for deeper insights and way forward through executive facilitation to leadership team.





Employee engagement survey - A roadmap



Why InspireOne | IBM?

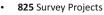
ALIGNMENT With your strategy and vision



InspireOne | IBM aligns the survey design to reflect your vision, strategy and business KPI's

We know how to: "Measure what matters to you".

BENCHMARK Compare where it matters



- 127 Countries
- 16.4 Million Respondents
- **Global Norms**
- **High Performance Norms**
- **Country Norms**
- Industry Norms

GO BEYOND THE SURVEY

- Linkage Studies
- Leadership Development
- **Outlier Studies**
- Assessments

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.



