

EMPLOYEE ASSESSMENTS - *Measuring Employee Engagement*

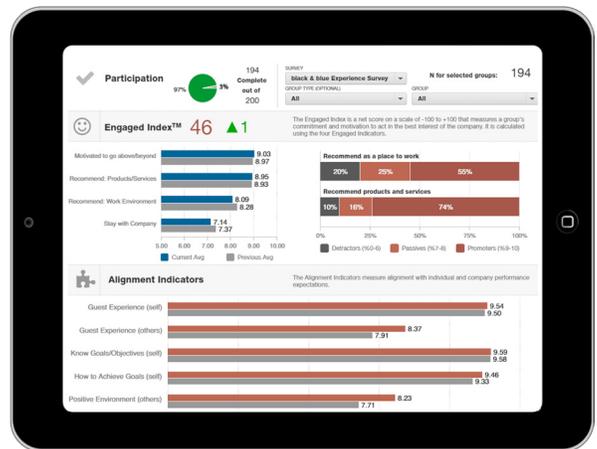
The Brand Integrity Employee Assessment helps your company identify where and why employees are engaged, leading to more informed decisions. The assessment provides data that can easily be tied to financial, customer, or other employee metrics for a more complete view of company success.

The employee assessment takes just 10 minutes to complete and is conducted every six months. It shows your team that management is taking strides to improve the aspects of work that lead to disengagement and it offers employees the opportunity to provide feedback. By bringing employees in as “part of the process,” it helps build relationships with management and increases their feeling of relevance to the company.

ALL LEADERS OWN EMPLOYEE ENGAGEMENT

Employee engagement belongs to all leaders across the organization—not just the human resources department. With the employee assessment, all managers have quick access to results. In fact, survey results are available within days of the survey close date—not weeks or months.

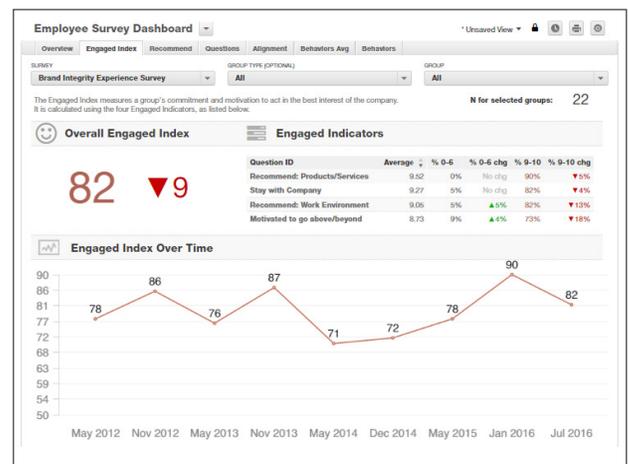
Once the survey is complete, managers review the scores and hold meetings with their teams to share and collaborate on results. These conversations are meant to direct the team’s focus on one or two simple areas for improving the work environment, customer experience, or business results.



Timely data is more meaningful. Managers can immediately share findings with their teams to start conversations necessary for change.

EMPLOYEE ENGAGEMENT MADE MEASURABLE

The employee Engaged Index® is a key survey metric that gives an indication of employee commitment and motivation to act in the best interest of your company. Measuring the Engaged Index helps managers and leaders track whether the changes being made are having an impact. Seeing the score increase over time shows that actions are helping to reduce stress and overcome barriers, and that a team is better aligned and more productive—which clearly shows up on your company’s bottom line.



The Engaged Index helps assess how committed and motivated your employees are to act in the best interest of your company.

“THIS IS THE MOST ACTIONABLE DATA SET I’VE EVER SEEN. IT’S THE HOLY GRAIL I’VE BEEN LOOKING FOR, FOR 20 YEARS.”

- DAVID GEHM | CEO, WELLSPRING LUTHERAN SERVICES & BOARD CHAIRMAN, LEADING AGE

GIVE MANAGERS CONTROL

Managers want control over data that impacts them most. The employee assessment allows them to see how engaged their employees are by division, team, department, location—you name it. We simplify the complex, and provide quick, accurate intelligence through an easy-to-read employee engagement survey dashboard.

Managers can use results to establish an internal benchmark and to set goals for team improvement.

| # | Category | Question | n | Avg | % chng | % 0-6 | % 7-8 | % 9-10 |
|----|-----------|---|----|------|---------|-------|-------|--------|
| 1 | Alignment | I understand how I contribute to a good client experience. | 22 | 9.14 | ▼2.7% | 5% | 5% | 91% |
| 2 | Alignment | Others I work with understand how they contribute to a good client experience. | 22 | 8.82 | ▼4.0% | 5% | 18% | 77% |
| 3 | Alignment | I understand the goals and objectives of my department. | 22 | 8.91 | ▼5.1% | 5% | 18% | 77% |
| 4 | Alignment | I understand how I contribute to reaching the goals and objectives of my department. | 22 | 8.91 | ▼4.1% | 5% | 14% | 82% |
| 5 | Alignment | Others I work with understand how they contribute to a positive and productive work environment. | 22 | 8.96 | ▼2.0% | 5% | 18% | 77% |
| 6 | Alignment | I am motivated to go "above and beyond" what is expected of me in my job. | 22 | 8.73 | ▼5.0% | 9% | 18% | 73% |
| 7 | Alignment | Others I work with are motivated to go "above and beyond" what is expected of them. | 22 | 8.45 | ▼4.0% | 18% | 9% | 73% |
| 8 | Alignment | I would stay with this organization if offered a similar job elsewhere for slightly higher pay. | 22 | 9.27 | No chng | 5% | 14% | 82% |
| 9 | Behaviors | Communicate specific expectations and validate understanding. | 22 | 8.27 | ▼4.7% | 9% | 50% | 41% |
| 10 | Behaviors | Proactively offer to help others. | 22 | 8.77 | ▼4.9% | 5% | 27% | 68% |
| 11 | Behaviors | Proactively address concerns before they escalate. | 22 | 8.36 | ▼4.3% | 5% | 50% | 45% |
| 12 | Behaviors | Be accessible and respond in a timely manner. | 22 | 9.05 | ▲2.9% | 5% | 18% | 77% |
| 13 | Behaviors | Demonstrate respect and attentiveness to team members when communicating. | 22 | 8.05 | ▼8.0% | 5% | 64% | 32% |
| 14 | Behaviors | Recognize team and individual efforts and accomplishments through formal and informal recognition. | 22 | 9.36 | ▲0.8% | 5% | 23% | 72% |
| 15 | Behaviors | Contribute to a fun, energetic, and proactive work environment. | 22 | 9.64 | No chng | 5% | 9% | 86% |
| 16 | Behaviors | Openly share information that impacts the operations and reputation of Brand Integrity. | 22 | 8.69 | ▼2.1% | 5% | 36% | 59% |
| 17 | Behaviors | Initiate conversation with team members when you think they are "out of integrity." | 22 | 8.09 | ▲1.1% | 5% | 50% | 45% |
| 18 | Behaviors | Reach beyond comfort zone to develop additional skills and knowledge. | 22 | 8.64 | ▲1.4% | 5% | 36% | 59% |
| 19 | Behaviors | Seek and incorporate feedback from team members on individual performance and team effectiveness. | 22 | 8.23 | ▼1.9% | 9% | 41% | 50% |
| 20 | Behaviors | Identify and pursue opportunities to support business development efforts. | 22 | 8.73 | ▲4.7% | 5% | 32% | 64% |
| 21 | Behaviors | Demonstrate willingness and ability to support of new approaches that may enhance the organization's performance. | 22 | 9.14 | ▲2.4% | 5% | 23% | 72% |
| 22 | Behaviors | Identify and pursue opportunities to improve quality. | 22 | 9.14 | ▲1.3% | 5% | 9% | 86% |

Managers can slice and dice or drill down into what's most meaningful to them. The reports provide the opportunity to celebrate successes as well as focus on a few critical areas for improvement.

SATISFACTION VS. ENGAGEMENT SURVEYS

Can an employee be satisfied and unmotivated at the same time? Yes! That's why understanding employee engagement is so important. Engagement refers to employees' commitment as measured by the amount of discretionary effort they are willing to expend on behalf of their employer.

EMPLOYEE SATISFACTION SURVEYS MEASURE SATISFACTION WITH:

- Policies and procedures
- Job satisfaction
- Work-life balance
- Benefits and pay
- Professional development
- Work environment

BRAND INTEGRITY EMPLOYEE ASSESSMENTS MEASURE:

- Employee alignment around performance expectations
- Consistency of actions that support your company's values
- Engaged Indicators, including:
 - » Likelihood to go above and beyond
 - » Likelihood to stay with the company
 - » Likelihood to recommend the company

SURVEY PARTICIPATION IS INTUITIVE AND EASY



CONFIDENTIAL
Completely private and secure



ENGAGEMENT
Engagement surveys given 1 or 2x a year



PULSE
1-question surveys for quick insights



EASY TO NAVIGATE
Mobile/tablet compatible

Brand!ntegrity

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About Brand Integrity

Brand Integrity is an employee engagement technology and consulting company that helps businesses build the right environment for employee engagement, driving measurable and sustainable culture change. While just 33% of the national workforce is engaged at work, the average among Brand Integrity's clients remains at 91%. Since 2002, the company has helped hundreds of clients across 25 industries disrupt the way they approach employee and customer engagement to enable them to overcome barriers, reduce turnover, and become more profitable. For more information, visit www.brandintegrity.com.