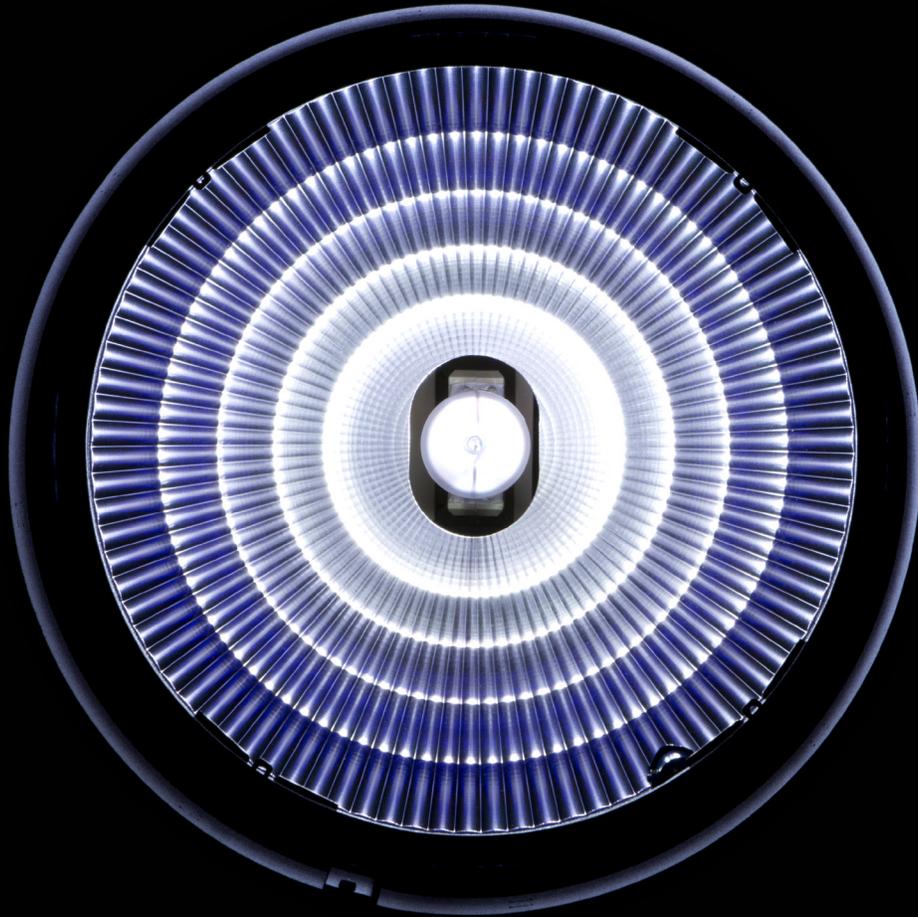


Deloitte.



Measuring employee engagement

A global specialty consumer goods company

EngagePath™ client spotlight

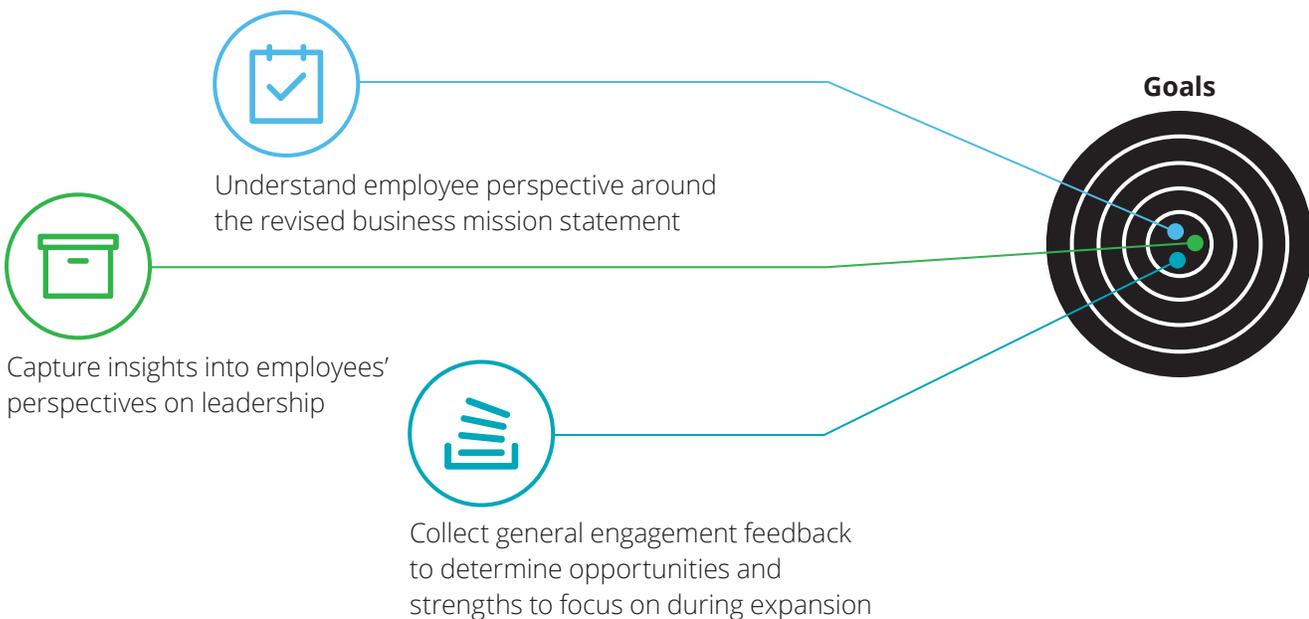
EngagePath™

Situation

A global specialty consumer goods company looking to further global expansion sought to measure employee engagement across a geographically dispersed population. Several radical changes were an impetus to embark on an engagement effort, including a relocated and centralized headquarter office, new C-Suite leadership, revised roles and accountabilities, and a general objective to “restart” the organization.



C-Suite leaders felt a baseline on engagement (from which they could track the organization’s engagement clearly) would help them to define how they could build the organization’s employees around a revised mission and strategy, while actively capturing and understanding employee feedback on the organization.



Approach



Launched the EngagePath survey to measure employee engagement, based on the Simply Irresistible Organization™ model



Customized additional questions to understand employee alignment and employees' understanding of the revised business mission statement



Collected additional data via focus groups with C-Suite executives to capture their view of "as-is" engagement



Captured anecdotal quotes from more than 100 employees to supplement survey findings and validate themes

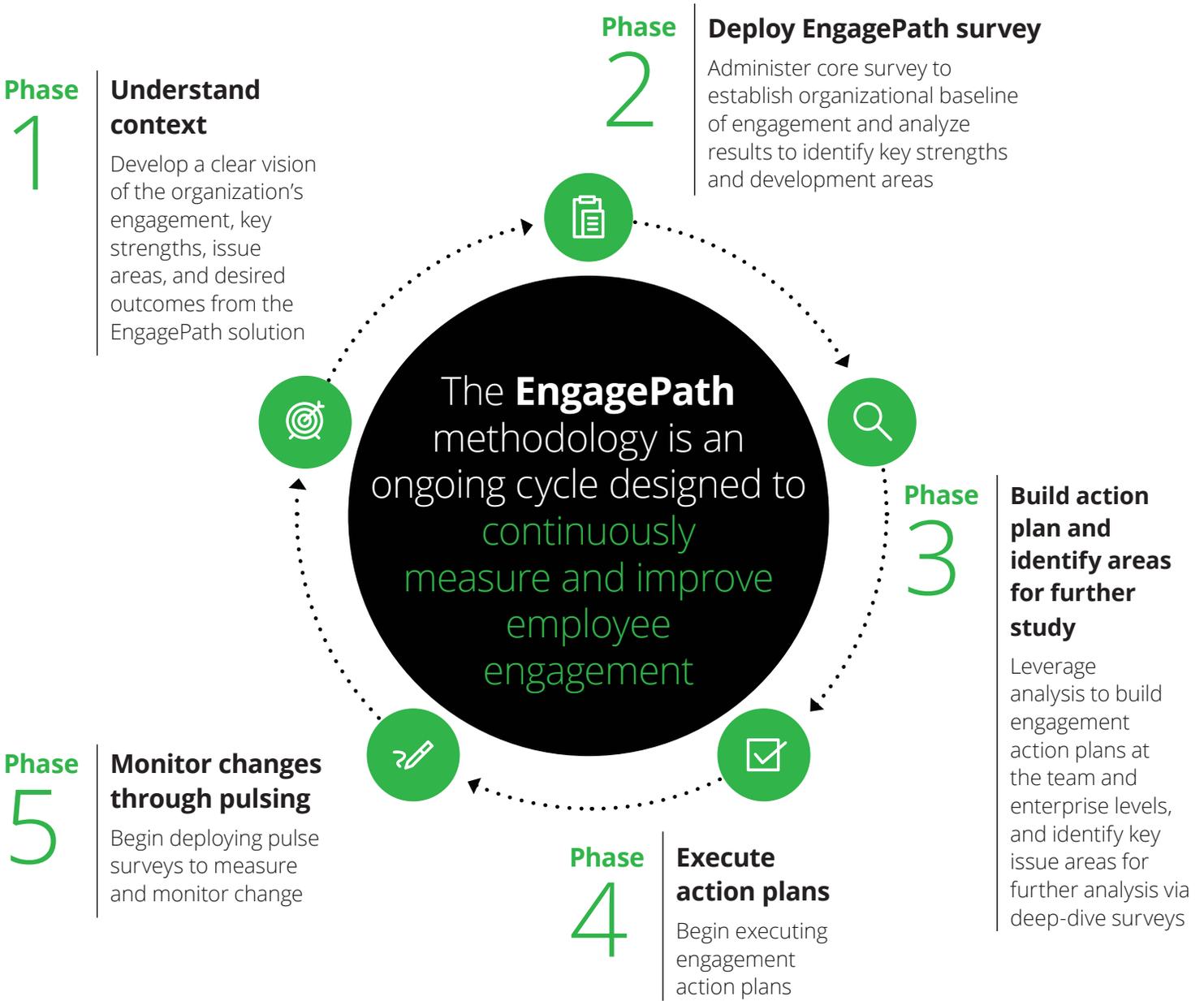


Delivered comprehensive engagement findings to the C-Suite leadership team, including recommended action plans based on the most significant findings



Key to the client in this delivery—the Engagement survey collected the baseline in a "simple and short" way with "sound and intuitive" questions

The Deloitte EngagePath framework



Impact



Developed C-Suite leader actions plans, based on engagement findings, that C-Suite leaders agreed on as priorities, and committed to actioning



Cascaded engagement results to next level leaders. Engagement results are now figuring in all leader metrics, and leaders are being held accountable for managing broad employee engagement with action plans (which is being cascaded down into leader's teams)



Delivered communication plans (along with supporting meeting materials) to openly share engagement results with the workforce



Initiated a plan to pulse the organization quarterly based on engagement priority areas

“We worked with Deloitte, using EngagePath powered by the Simply Irresistible Organization, to understand where our employee base stood on the topic of engagement following radical organization changes. We needed a baseline to understand what our workforce was thinking, along with credible internal metrics to really determine our greatest engagement opportunities. EngagePath gave us that insight...there is power in numbers! We have plans that support our collective desired engagement, from the C-Suite to the front line.”

Chief People & Technology Officer
Global specialty consumer goods company

EngagePath™

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