



## Employee engagement reimaged

The workplace is rapidly evolving. Demographic upheavals, the proliferation of new technologies and digitization, and greater talent demands all present challenges for HR leaders, who play a crucial role in helping to shape the employee experience.

Enhancing the employee experience is **top of mind** for many executives today.

Nearly **80%** of executives rated employee experience as very important or important,<sup>1</sup>

yet

**59%** of HR and business executives indicated they were not ready to address the employee engagement challenge.<sup>2</sup>

Measuring, managing, and actively improving engagement is **directly linked to business outcomes** ... and is essential to companies competing in today's global economy.

Organizations with highly engaged employees experience a 3-year revenue growth rate **2.3** times greater than average,<sup>3</sup>

and

organizations with engaged workers may have employees who are **57%** more effective and **87%** less likely to leave than organizations with low engagement.<sup>4</sup>

Sources:

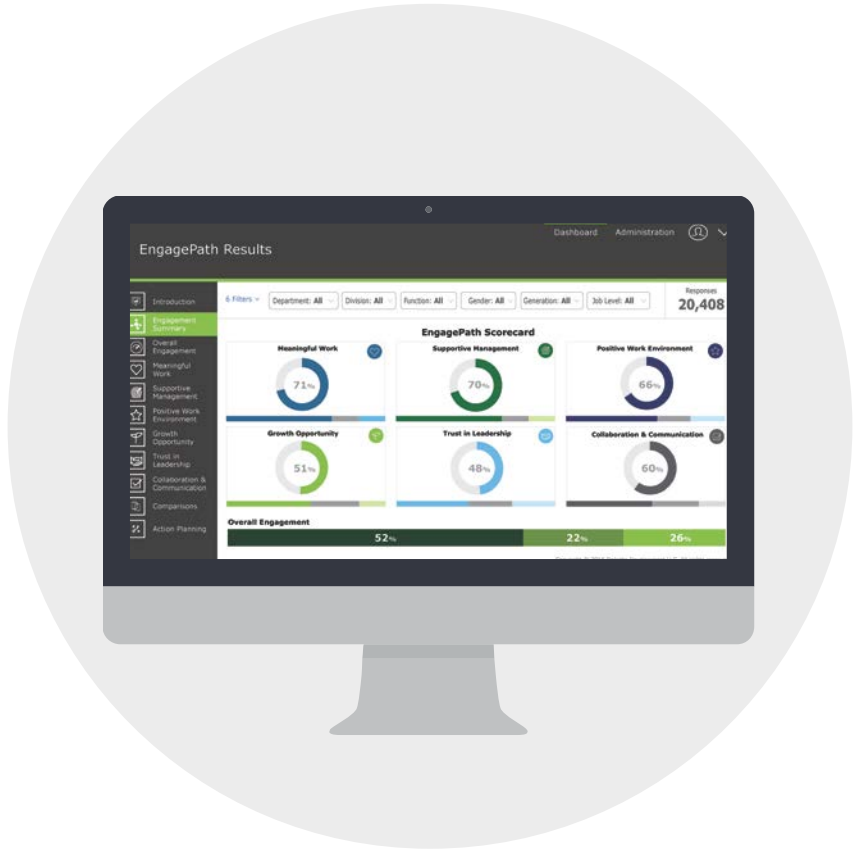
<sup>1,2</sup> 2017 Deloitte Global Human Capital Trends, Rewriting the rules for the digital age, Deloitte University Press, 2017.

<https://www2.deloitte.com/content/dam/Deloitte/us/Documents/human-capital/hc-2017-global-human-capital-trends-us.pdf>

<sup>3,4</sup> Schaufenbuel, K. (2013). Powering your bottom line through employee engagement. UNC Kenan-Flagler Business School.

## Introducing EngagePath™

Deloitte’s EngagePath solution is designed to help organizations reimagine employee engagement —optimizing business performance along the way. Our approach enables organizations to better understand the drivers of engagement for their workforce and develop targeted action plans to respond to employee feedback and increase engagement.



## Based on the Simply Irresistible Organization™ model

Our extensive market research and conversations with hundreds of executives identified strategies that work together to drive engagement and make an organization **'simply irresistible'**.

Meaningful work 	Supportive management 	A positive work environment 	Growth opportunity 	Trust in leadership 
Autonomy	Clear and transparent goals	Flexible work environment	Training and support on the job	Mission and purpose
Select-to-fit	Coaching	Humanistic workplace	Facilitated talent mobility	Continuous investment in people
Small, empowered teams	Investment in development of managers	Culture of recognition	Self-directed, dynamic learning	Transparency and honesty
Time for slack	Agile performance management	Fair, inclusive, diverse work environment	High-impact learning culture	Inspiration
 <b>Cross-organization collaboration and communication</b> 				

## The EngagePath approach

Our comprehensive methodology starts with an assessment of the organization's environment and the development of a clear vision of desired future state, through to census and pulse surveys to enable leaders to monitor progress. With an analytics and business-driven approach to insights and action planning, EngagePath helps translate engagement findings into improved individual and operational performance.

## EngagePath features



### In-depth census + pulse surveys

A census survey that establishes an organizational baseline, as well as recurring pulse surveys to further explore employee sentiments and monitor progress



### Reflective of the workforce's changing demographics

Survey is based on extensive market research on today's multi-generational workforce and what matters most to them



### Powerful analytics engine + dashboard reporting

Analytics and reporting provide intuitive insights and integrated action planning that can impact engagement



### Accelerated time to value

Quick timeframe—from administration to action planning—enabling executives to respond in a timely manner, demonstrating commitment to the workforce



### Action-oriented + "always listening"

Enables leaders to take an "always-listening" approach and translate findings into strategies that can improve individual and organizational performance



### Consulting + subject matter experience

Deep subject matter experience, guidance, and collaboration with Deloitte throughout the process



"We worked with Deloitte to understand where our employee base stood on the topic of engagement following radical organization changes. EngagePath gave us that insight... there is power in numbers!"

— Chief people & technology officer, global specialty consumer goods company

# EngagePath™

[www.deloitte.com/engagepath](http://www.deloitte.com/engagepath)

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