

## Promoting Performance Measurement

We've always sensed that engaged, motivated people will also be better performers, driving up productivity and profitability. A wealth of research proves the point. Now the Macleod Report to Government has reviewed all these findings to confirm that organisations which focus on employee engagement are transformed with stronger performance, profitability and innovation.

How best to measure the level of engagement and – most importantly – direct initiatives and investment into the most effective channels?

A bewildering array of models out there correlate various organisational aspects with engagement. Our extensive evaluation of these studies - including Best Companies to Work For- identifies consistent themes across all this research. These have been shaped into a measurement tool which responds to today's challenging market conditions. Promoting Performance Measurement will:

- **Save** time and money with an approach which is **simple** – a questionnaire can be conducted online either internally or externally. With such a fast changing business environment, it is vital that results are also **speedy** so action can be taken quickly and effectively.

Every organisation is individual. So analysis of results will provide not only feedback for each of the key questions, but also prioritise these to reveal the main potential action areas to engage people more closely with their organisation as an employer and a business.

There are three stages:

- **adapt the performance promotion questionnaire to align with your organisational culture (option to add special questions)**
- **send questionnaire link to all/sample of employees reassuring them about confidentiality**
- **report to identify the key areas for action with feedback by relevant employee category**

***If you would like to know more please contact Susan Walker at [commevaluation@hotmail.com](mailto:commevaluation@hotmail.com)***