

ENGAGEMENT SNAPSHOT

EMPLOYEE ENGAGEMENT SURVEYS FOR SMALL AND MIDSIZE ORGANIZATIONS

Employee engagement is a top priority for CEOs and HR leaders around the world. It is widely acknowledged that an engaged workforce leads to a more productive environment and higher financial returns. Yet, according to the 2017 Mercer Talent Trends study, executives aren't getting the type of engagement information they value that can inform their employee engagement strategy overall.

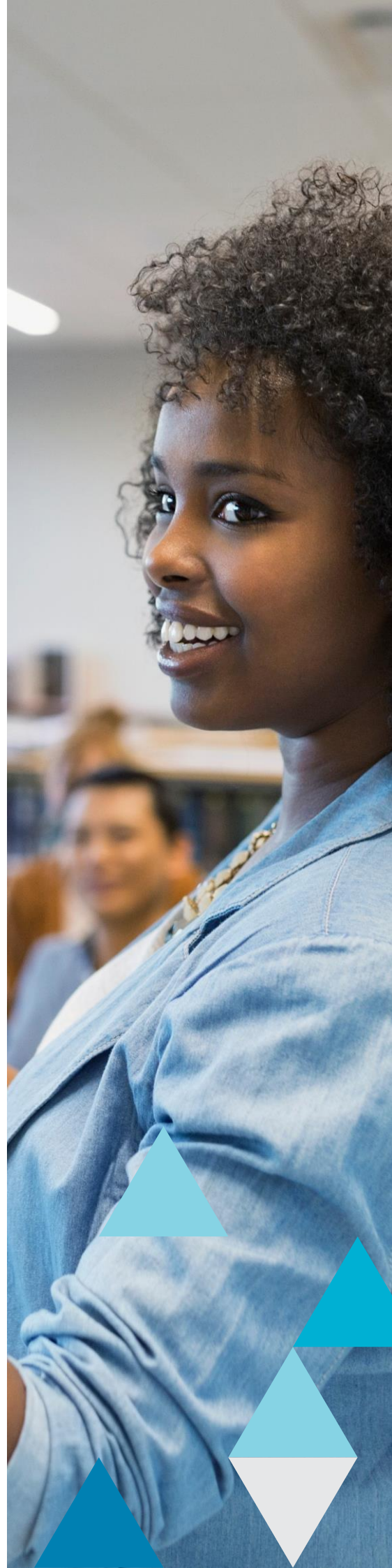
Mercer | Sirota Engagement Snapshot measures employee engagement using a proven, research-driven model. Leveraging more than 40 years of experience in employee research, this survey instrument is delivered online and uses a set of predefined dimensions and items to get at the validated drivers of engagement.



Because employee performance (productivity, results) is the combination of individual talent (capability, likability, drive) and engagement (pride, motivation, commitment), the best way to maximize talent is to ensure people are engaged. By measuring engagement, Mercer | Sirota Engagement Snapshot helps identify opportunities to improve the performance potential of your talent.

Mercer | Sirota Engagement Snapshot includes:

- Planning, administration and reporting completed in as little as one month
- Preselected set of 47 closed questions and 2 open-comment questions based on the Mercer | Sirota Dynamic Alignment Model (see illustration)
- Validated measures of engagement, alignment, enablement and innovation
- Surveys available in 18+ languages
- Real-time results and response-rate tracking
- Benchmarking via Mercer | Sirota's robust normative database
- Dynamic, real-time interactive results dashboards with export capabilities
- One-hour consultant-led executive presentation of survey results and key action priorities



敬业度工具

中小企业员工

敬业度调研

提升员工敬业度是世界各地的CEO和HR高管的首要任务之一。众所周知，敬业的员工能够形成更高效的工作氛围，带来更高的财务回报。然而，2017年美世人才趋势研究报告指出，管理者们并没有得到有价值的敬业度信息，从而难以制定全面的员工敬业度战略。

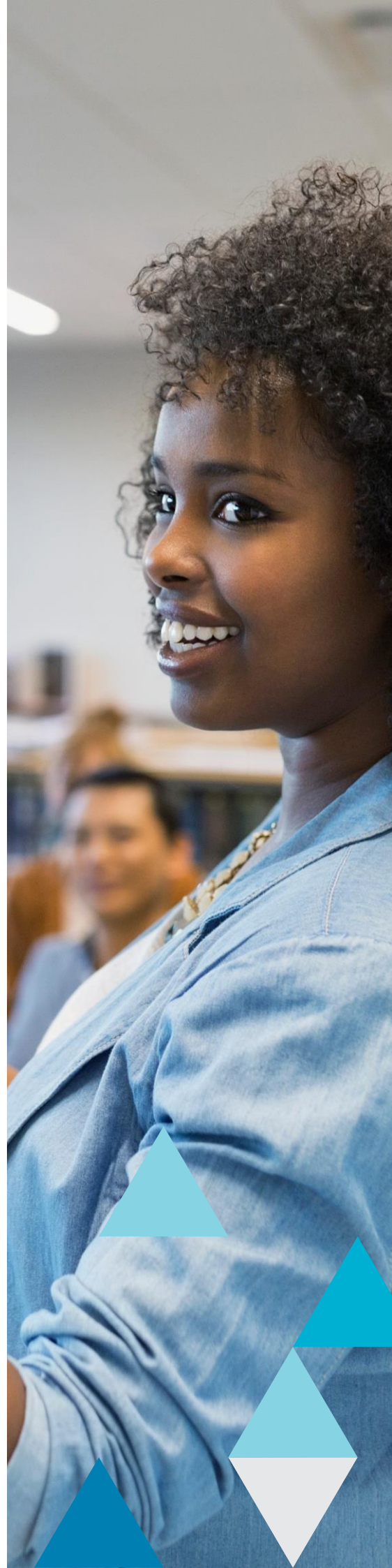
基于超过40年的员工研究经验进行验证Mercer | Sirota “敬业度工具” 通过在线实施，使用一系列预定义的维度和问题获取有效的敬业度驱动因素。



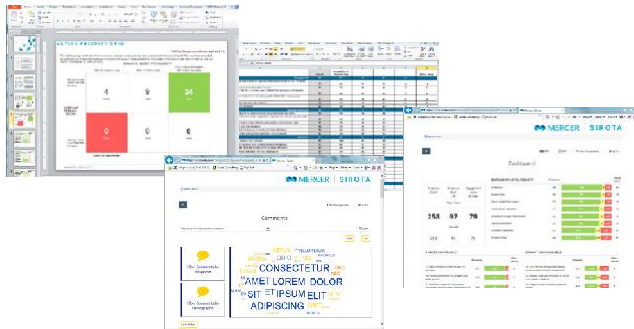
员工绩效(生产力, 结果)是个人才能(能力, 喜好, 动力)与敬业度(自豪感, 动机, 忠诚度)的结合, 因此, 最大限度发挥员工才能的最佳方式就是确保员工是敬业的。通过测量敬业度, Mercer | Sirota 的“敬业度工具”可以帮助企业识别出提升人才绩效潜力的机会领域。

Mercer | Sirota 的“敬业度工具”可以实现:

- 项目计划, 实施和调研报告, 最快一个月可出结果
- 根据 Mercer | Sirota 动态一致模型设计的调研问卷库, 挑选包括47道封闭式问题和2道开放性问题
- 针对敬业度, 一致性, 赋能授权和创新的有效性测量工具
- 调研支持18+种语言
- 实时追踪结果及完成率
- 与Mercer | Sirota 强大的市场数据库进行对标
- 动态, 实时, 可交互的调研结果仪表盘, 同时支持导出功能
- 联结咨询顾问及时跟进调研结果, 根据行动优先级进行一小時的管理层汇报



**SAMPLE DELIVERABLES
(POWERPOINT, EXCEL AND ONLINE)**
Mercer | Sirota Engagement Snapshot delivers actionable reports to you, your managers and your leadership in online interactive formats as well as in PowerPoint and Excel.



MERCER | SIROTA DYNAMIC ALIGNMENT MODEL
Serving as the framework for survey development, the Mercer | Sirota Dynamic Alignment Model fosters high performance by aligning strategy, leadership, employees and managers.



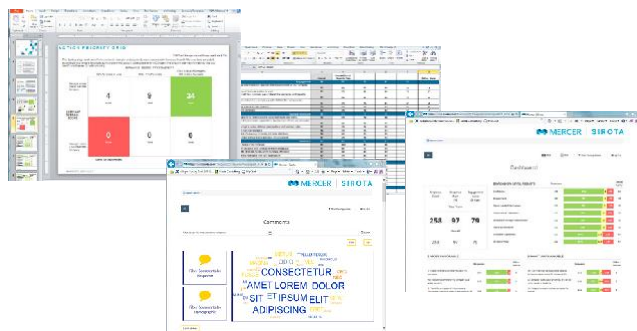
CONTACT
For more about Mercer | Sirota Engagement Snapshot and all our employee research solutions, contact us at ischina@mercer.com or visit us at www.sirota.com

**HOW ENGAGEMENT
CAN DRIVE
PERFORMANCE**

- At a financial services company: Modest increases in employee attitudes were linked to **\$500 million** in asset growth and **\$28 million** in revenue due to increased customer satisfaction.
- At a government contractor: Engineers' overall satisfaction ratings explained **22%** of the differences in site turnover rates.
- In retail: Stores in the top tier of employee customer focus scores increased sales by **10%** more than stores in the bottom tier.

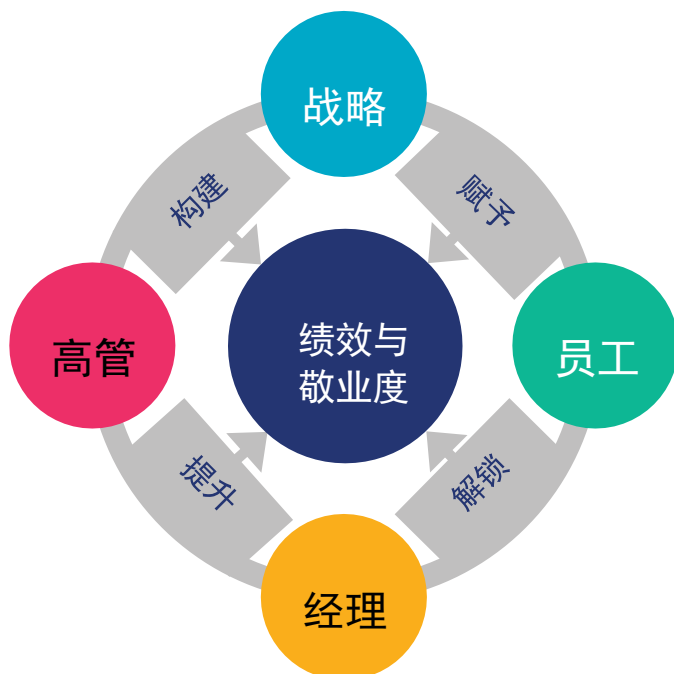
交付成果示例 (POWERPOINT, EXCEL 及在线)

Mercer | Sirota的“敬业度工具”为您，经理人及高管提供在线交互、PowerPoint以及Excel格式的可操作报告。



MERCER | SIROTA 动态一致模型

Mercer | Sirota动态一致模型作为敬业度调研设计的框架，通过战略、高管、经理和员工之间的协调一致来达成优秀业绩表现。



联系方式

更多关于 Mercer | Sirota 敬业度介绍及其他员工调研解决方案的问题，通过邮件 ischina@mercer.com 联系我们或访问 www.sirota.com。

员工敬业度如何驱动业绩表现

- 某金融服务企业：员工态度的提升带来客户满意度的提升，从而带来

5亿美元的资产

增长和2,800万

美元的收入增长。

- 某政府承包商：工程师的总体满意度解释了不同工作地点员工流失率之间的差异22%的原因

- 零售行业：在员工客户关注度上位列前茅的零售店销售额比排名末端的零售店高10%。