



## FACTS

# E3<sup>®</sup> EMPLOYEE ENGAGEMENT CONSULTING SERVICES

## MEASURING AND MOVING THE NEEDLE ON EMPLOYEE ENGAGEMENT

Developing a highly motivated and engaged workforce has become a key strategic priority for nearly all organizations. Unfortunately, many have focused most of their time, attention, and resources on measuring employee engagement and reporting gaps. All the while giving less attention to the far more difficult tasks of identifying clear action plans and establishing accountabilities at all leader levels, to ensure these action plans are successfully completed.

DDI's approach to measuring and moving the needle on employee engagement begins with thorough planning and strategy development to align our efforts with all other people-related activities and initiatives. We then administer the *E3*<sup>®</sup>, our validated and highly actionable 20-question employee engagement survey instrument, to get an accurate reading on the level of engagement in work environments across your organization.

Our method of sharing survey results is straightforward, cascading results from senior leaders down through the organization.

Yet, we incorporate learning and communication processes that quickly establish ownership for the engagement levels as they are today, and build excitement for the opportunities to increase engagement in the months and years ahead. We also focus resources to bring action plans to life and promote clear accountabilities to demonstrate organizational commitment.

## BENEFITS

DDI's *E3*<sup>®</sup> Employee Engagement Consulting Services provide organizations with a comprehensive approach to increasing employee engagement that is also cost-effective to implement. At every step in the process, your organization will experience the benefits of this approach:

- > Beginning with our individualized implementation planning process, your organization will quickly experience how we customize our approach to meet your needs, goals and objectives, and leverage your internal resources so that you can become more self-sufficient over time.
- > You will work with a team of engagement experts dedicated to providing exceptional customer service and support.
- > Our 20-question *E3*<sup>®</sup> employee engagement survey instrument, available in multiple languages, focuses on the most important aspects of creating a more engaged work environment. All *E3*<sup>®</sup> questions are designed to be extremely actionable by leaders and staff at all levels.

- > Your DDI project consultant will help you interpret your results, introduce our highly acclaimed action planning process, and work to increase your executive team and operational leaders' motivation and enthusiasm for the process.
- > DDI offers an efficient offline reporting and action planning approach, as well as a state-of-the-art online reporting and action planning system.
- > DDI's unmatched developmental resources enable your leaders to create and execute more constructive and sustainable action plans than with any other approach.

## THE DETAILS

We structure our Employee Engagement initiatives into four phases.

### Phase 1 – Plan and Design Survey.

The key activity of this phase is normally an onsite planning and strategy session. We work with key project staff and often an operational advisory group to discuss and reach initial agreement on project areas such as:

- > Survey configuration (e.g., open-end and client-specific closed-end questions are options).
- > Survey distribution methods (e.g., online and paper-based delivery, general URL and unique ID options, use of HRIS employee data file to collect accurate demographics).
- > Development of the preferred rollout strategy (e.g., breakout reports needed for various divisions, departments, and other groups; onsite sessions and/or webinars; how to cascade results down through the organization).

- > Action planning process and use of internal resources.
- > Communication plan and timeline.
- > Strategies to build senior and mid-level leader support, and sustain it over time.

### Phase 2 – Administer Survey and Develop Reports.

Your DDI project team will include a survey administration specialist who will ensure that all aspects of survey administration and report development occur on time and as promised.

Activities in this phase include:

- > Testing of online surveys to confirm that a firewall will not interrupt the survey launch.
- > Technical support and assistance during data collection.
- > Monitoring of survey response rates during data collection.
- > Delivery of top-line results no more than two to three weeks after the survey closes.
- > Delivery of offline and/or online executive summary and breakout reports one to two weeks after top-line results are available.

### Phase 3 – Present Results and Provide Action Planning Support.

DDI will present results of the survey and offer specific, actionable recommendations for improving your organization's engagement levels.

Activities in this important phase include:

- > Present survey results to senior leaders in a compelling approach, to highlight the value and importance of focusing on employee engagement and demonstrate how high engagement leads directly to strategy execution.

- > Deliver working sessions to broader leadership ranks that inspire and motivate them to increase their commitment to building a more engaged workforce.
- > Equip leaders with the skills and knowledge to use DDI's Engagement Action Planner that clearly explains our four-step action planning process (Examine, Explain, Explore, Exceed).
- > When DDI's online reporting and action planning system is used, we work with key client contacts (often HR or OD staff) to become onsite "experts" as well as provide just-in-time training for leaders who will be using the system.

**Phase 4 – Strategies and Resources to Increase Engagement.** Applying our expertise and resources, DDI will guide you through this critical phase, which takes place after action plans have been created. Activities in DDI's approach to this critical phase include:

- > Encourage and advise project contacts and senior leaders to set clear strategies and priorities to ensure that leaders at all levels are accountable for following through on the successful completion of action plans.
- > Deploy fully aligned online developmental tools, skills, and learning activities to give leaders and staff the "how" to develop a more engaging work environment. DDI has configured *OPAL*<sup>®</sup>, its industry leading online performance and learning system, to be perfectly aligned to each *E3*<sup>®</sup> survey question.

- > When appropriate, recommend and build formal leadership and/or workforce development experiences (classroom, e-learning, or blended) to establish the skills needed to institutionalize and sustain a high engagement culture into the future.

## TARGET AUDIENCE

DDI's *E3*<sup>®</sup> Employee Engagement Survey is most effective when all employees in the organization participate in the survey and in follow-up action planning activities.

## RELATED SOLUTIONS

- > *OPAL*<sup>®</sup>: *Engagement Edition*
- > *Interaction Management*<sup>®</sup>: *Exceptional Leaders ... Extraordinary Results*<sup>®</sup>

## TO LEARN MORE

To learn more about the *E3*<sup>®</sup> or our approach to measuring and moving the needle on employee engagement, contact your DDI representative, or call our Client Relations Group at 1-800-933-4463. Additional information is also available at [www.ddiworld.com](http://www.ddiworld.com).

## CONTACT INFORMATION

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