

November 2008

Sample Company Opinion Survey 2008

Sample Company_Overall Report



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Notes on this Report

- **This report comprises 3 comparison groups**
- **Sample Company_Overall 2008 [899 respondents] : This group consists of all respondents who made the following selections from the survey**
 - All respondents included
- **Sample Company_Overall 2007 [804 respondents] : This group consists of all respondents who made the following selections from the survey**
 - All respondents included
- **Sample Company_Overall 2006 [582 respondents] : This group consists of all respondents who made the following selections from the survey**
 - All respondents included

How to use the report

THE FOCUS OF THE SURVEY RESULTS IS ON EMPLOYEE ENGAGEMENT


Employee Engagement

- Engagement refers to employees' commitment to the Company and their willingness to exceed performance objectives. Engaged employees perform better in their roles thus enhance business performance as a whole. They are also more likely to stay and to recommend the Company. In the survey, engagement is measured by a combination of:
 - **Satisfaction** (current job)
 - **Retention** (no plans to leave)
 - **Advocacy** (recommends the Company as a good place to work)

Why is Employee Engagement important?

- Employee engagement is a means of improving organisational performance
Engaged employees → Higher customer satisfaction → Improved business results
- Employee engagement is considered to be a reliable measure of employee behaviours and commitment
Engaged employees → Higher levels of motivation and performance → Lower absenteeism & voluntary turnover

How is Employee Engagement Captured?

- Results of employee engagement are illustrated through the use of **Key Drivers**. Key Drivers is a critical area of focus when reading this report. They represent what employees consider as most important, and thus factors that have the strongest impact on engagement. They are marked with the symbol  .

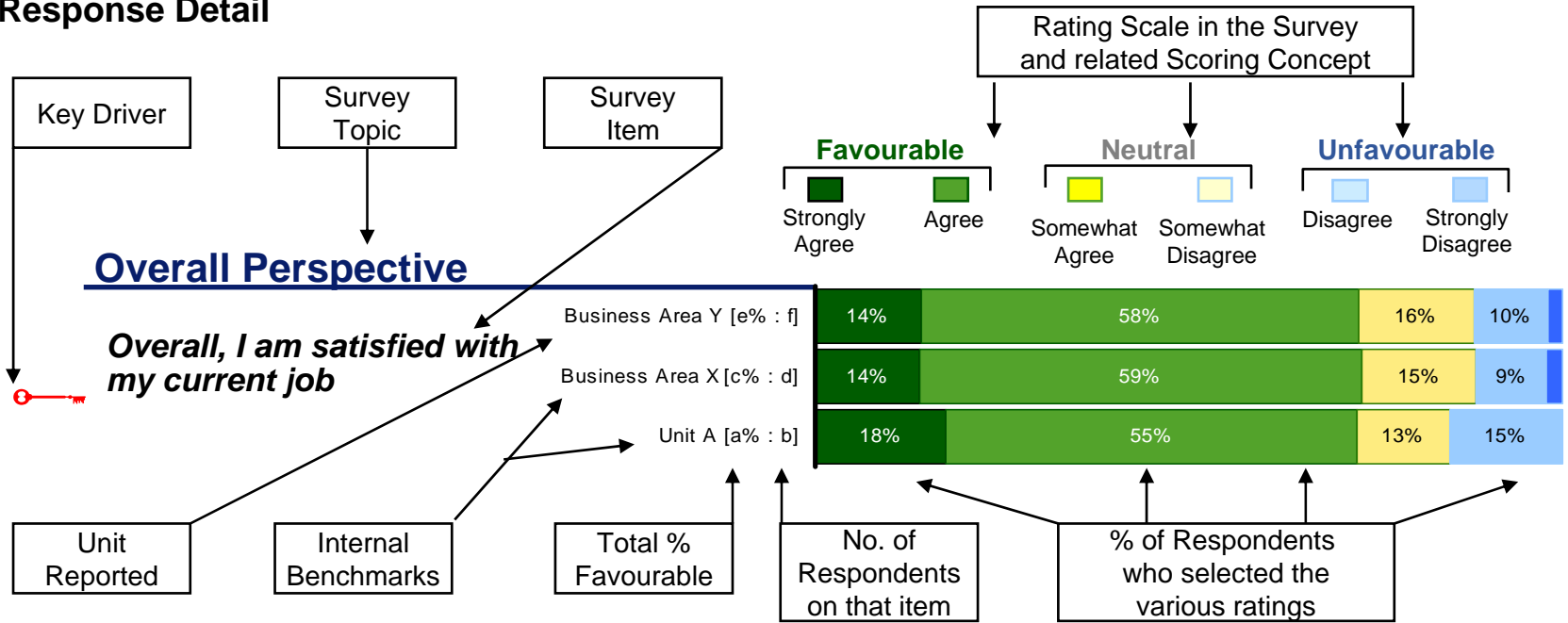
More about Key Drivers

- Key Drivers are those survey items that relate most strongly with Satisfaction, Retention and Advocacy. They cover different aspects of the Company environment, and their results represent areas for action planning by focusing on strengths and areas for improvement.

How to use this report (continued)

DATA PRESENTATION AND DEFINITION

Response Detail



Other Items

- Scores of less than 5% will not be shown on the graphs but have been factored in data analysis.
- Results of items that received less than 10 respondents will not be displayed but have been captured in overall data.



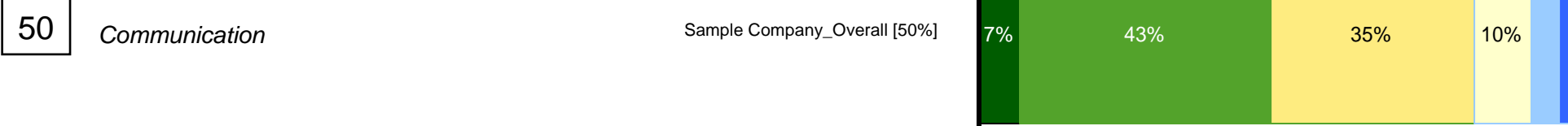
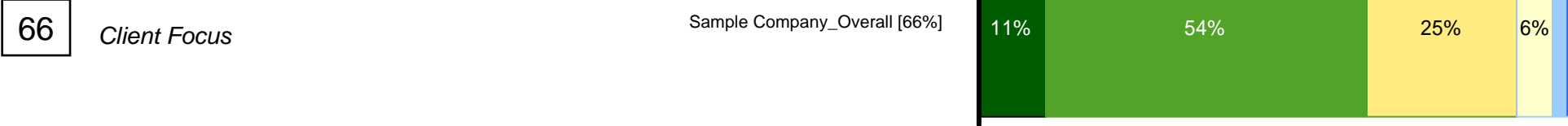
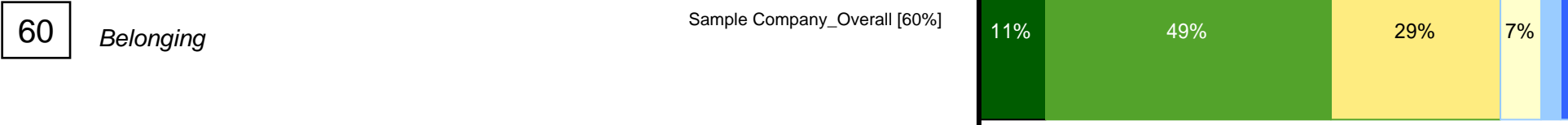
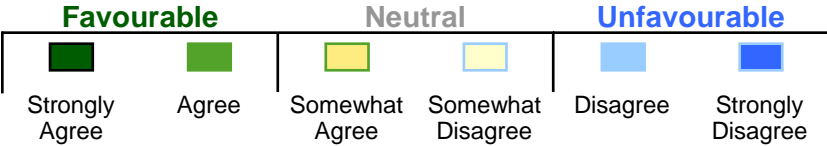
Response Summary

Sample Company_Overall

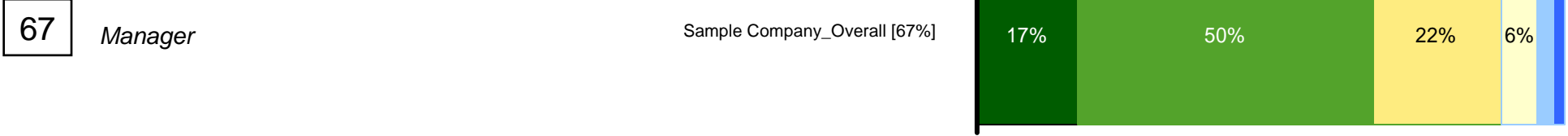
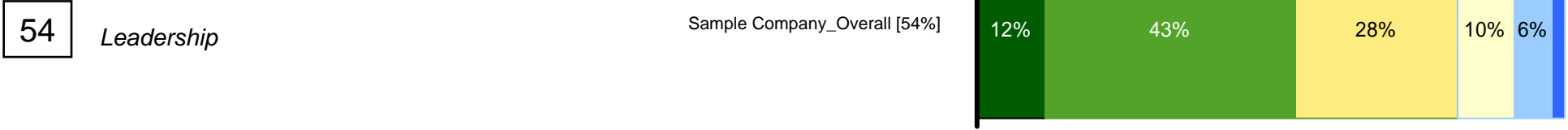
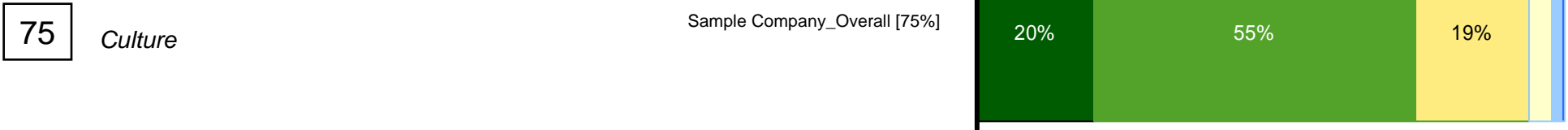
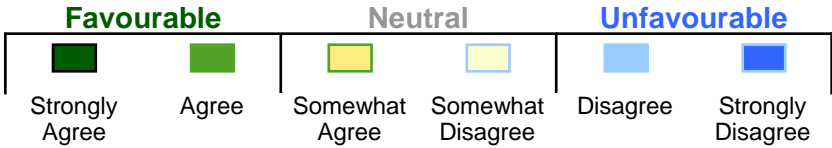
Overall Engagement Score

Role	Sample Company_Overall
Q14 Overall I am currently satisfied with my job	72%
Q28 I intend to stay at Sample Company for at least the next 12 months	78%
Q85 Overall I would recommend Sample Company to others as a great place to work	76%
Responses:	899
Overall Engagement Score:	75%

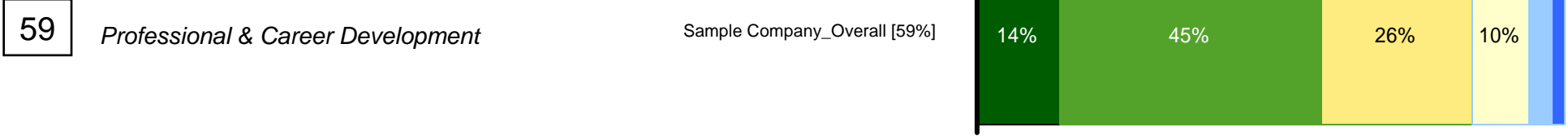
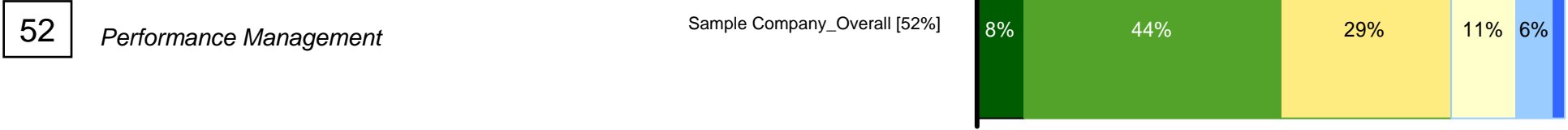
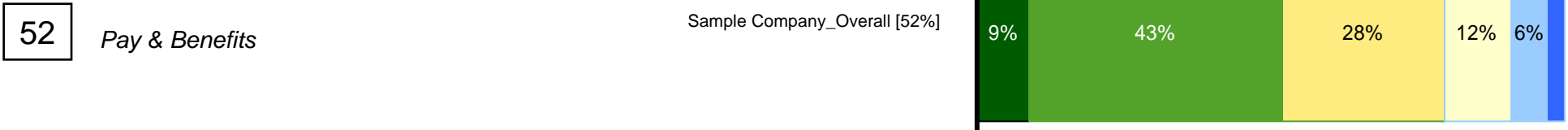
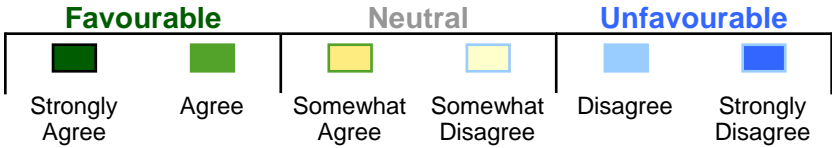
Response Summary



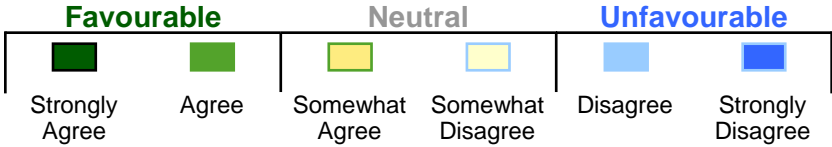
Response Summary (continued)



Response Summary (continued)



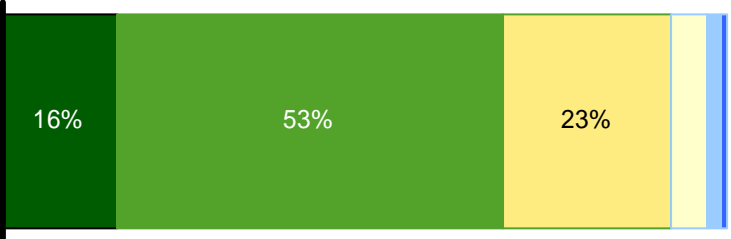
Response Summary (continued)



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Role

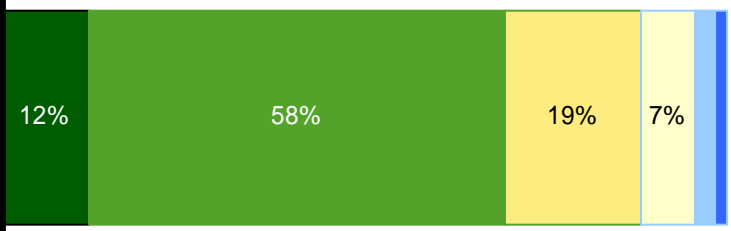
Sample Company_Overall [69%]



69

Work Environment

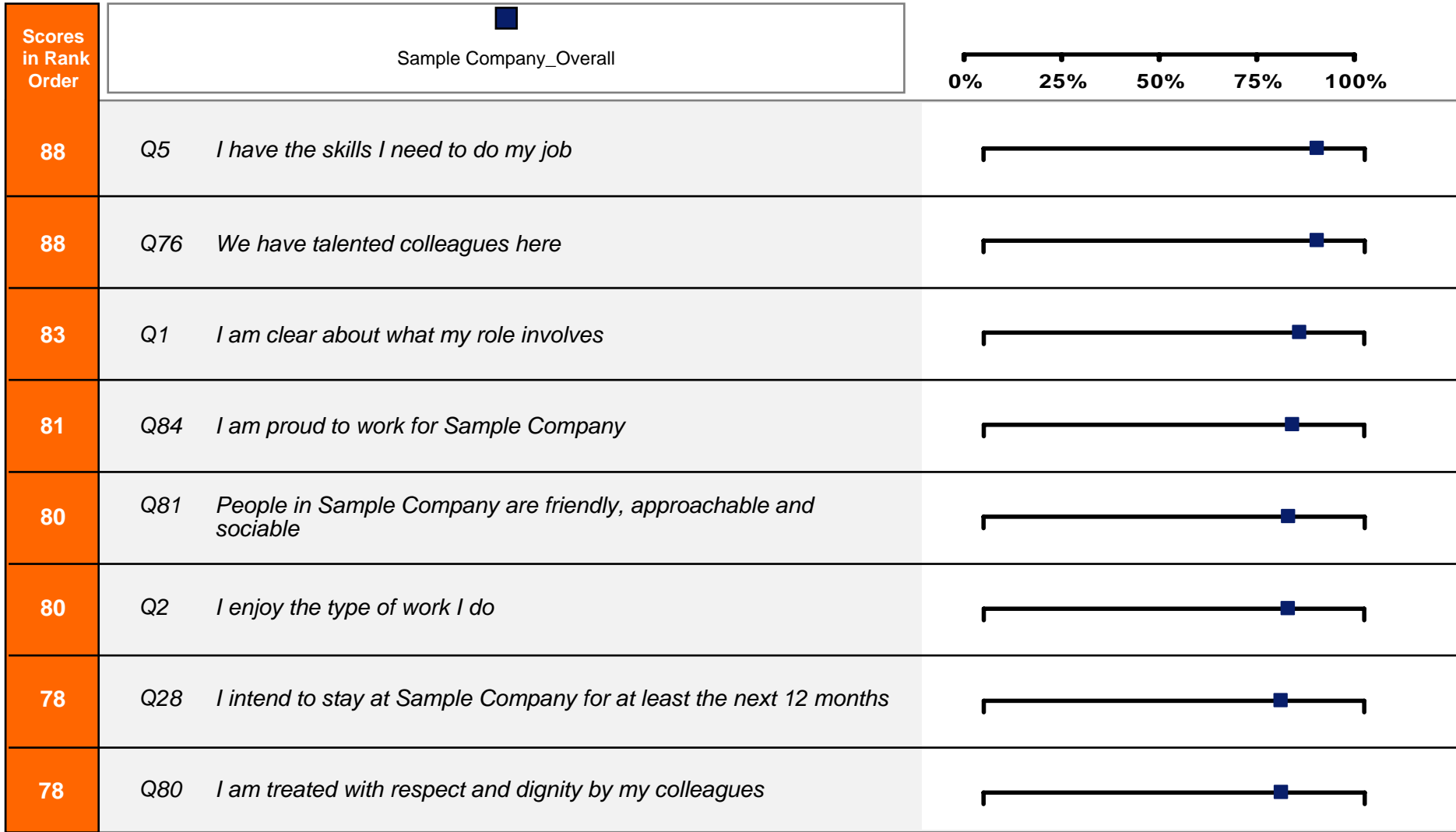
Sample Company_Overall [69%]





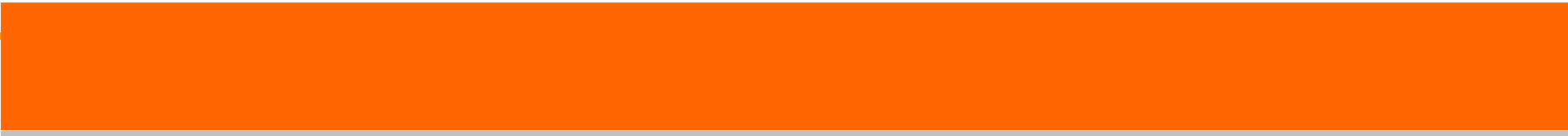
Ordered Statement Comparison

Sample Company_Overall Ordered Statement Comparison



Score equals the percent responding favourably ("Strongly Agree, Agree") to each question.

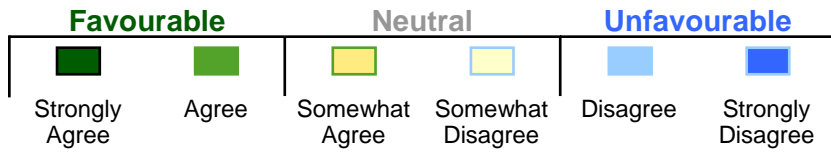
NB: Only one slide included for example purposes



Response Detail

Response Detail

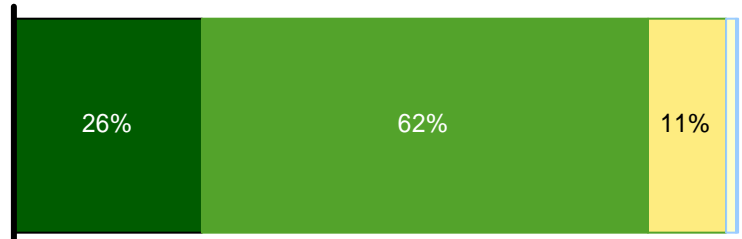
Role



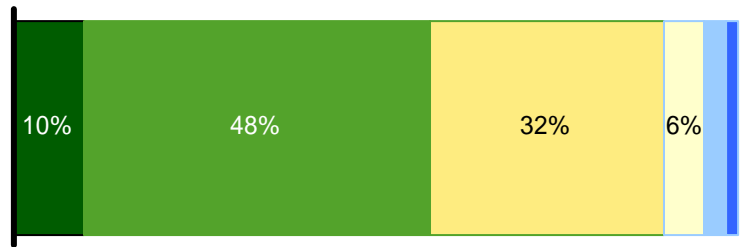
Q4 *My work is sufficiently challenging and interesting* Sample Company_Overall [68% : 898]




Q5 *I have the skills I need to do my job* Sample Company_Overall [88% : 899]



Q6 *I feel my job is secure* Sample Company_Overall [58% : 896]



Note:  = Sample Company Opinion Survey 2008 - Key Drivers

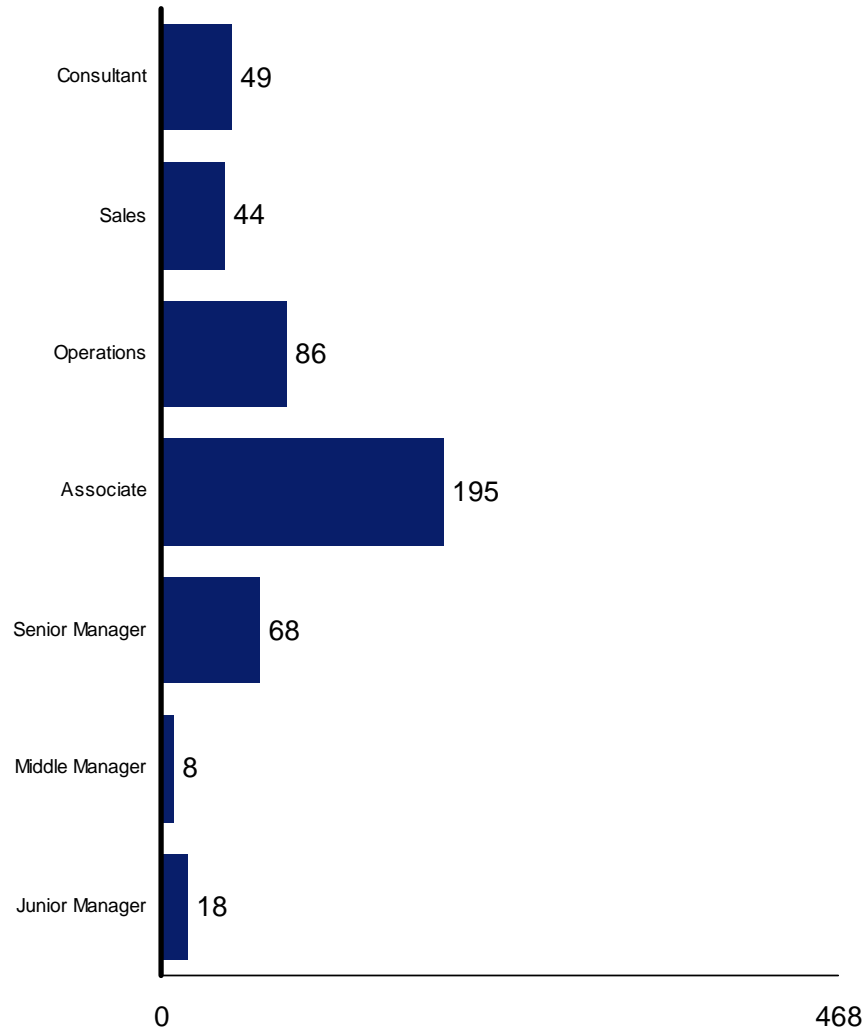
NB: Only one slide included for example purposes



Demographics

Demographics (continued)

Q89 Management Level



NB: Only one slide included for example purposes



Key Driver Analysis

Key Driver Analysis

Statistical analysis of the results has identified statements which correlate most strongly to overall engagement, this is called Key Driver analysis. There is strong evidence to indicate that prioritising post- survey action-planning on activities that will impact the key drivers is the best way to improve levels of engagement across the business.

Category	Q. No.	Sample Company Key Drivers 2008	Sample Overall 2008	Sample Overall 2007
★ Culture	Q84	I am proud to work for Sample	81%	72%
★ Belonging	Q75	I feel a sense of belonging to Sample	66%	59%
★ Culture	Q83	I have high hopes for the future of Sample	71%	63%
★ Prof. & Career Dev.	Q27	I feel Sample can meet my long term career needs	51%	43%
★ Manager	Q15	I feel valued at work	64%	55%
Role	Q2	I enjoy the type of work I do	80%	72%
Belonging	Q74	I feel a sense of belonging to my group / department / office	69%	62%
★ Belonging	Q73	Sample recognises and respects my needs as an individual	55%	45%
Role	Q8	I get a great sense of accomplishment from my work	62%	56%

★ Denotes a 2007 key driver

Sample Company_Overall Report - (End of report)

