

Is a Singular Focus on Engagement Warranted?



History Says No...

13 years, NO movement

Engagement Levels:

Actively Disengaged Not Engaged Engaged



So Does New Research!

Less than a third!



Engagement was a key driver of business outcomes **less than a third** of the time, according to new research conducted by SMD.

About the Research

Research Goal

Assess how often each of the most commonly measured employee attitudes was found to be a statistically significant driver of business outcomes.

Job Fit
Diversity
Management
Quality
Communication

What Data was Examined?

500,000 employees were included in this study representing a variety of industries.



Key Takeaways

One Size Fits ONE

None of the typical survey categories matter all of the time for every outcome across all organizations.



The Solution

Each organization should use analytics to determine which aspects of their employee experiences are most critical to their business outcomes.



Read SMD's full study at <http://www.smdhr.com/criterionstudyty.html>

Disclaimer: We do not disagree with the measurement of engagement in an employee survey, or its use as a gauge of overall employee morale. Our position, based on objective, advanced analysis, is simply that focusing so narrowly on one metric as the end-all-be-all of employee experiences could be a huge misstep for organizations.

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