Head Light

Employee engagement: what the analytics need to tell us

part of our Research series

Talent **Cloud**®. Breakthrough **software**. Raise **expectations**.

Contents of the full report

Introduction

Employee engagement surveys – and employee engagement in general – seem to be making a comeback. With greater economic stability, organisations are turning their attention to how best to engage their people and create an environment which enables the employees to offer more of their capability and potential.

But many of the engagement tools on the market tend to be short, oversimplified and offer little of the information which is needed to improve engagement levels without additional consulting projects.
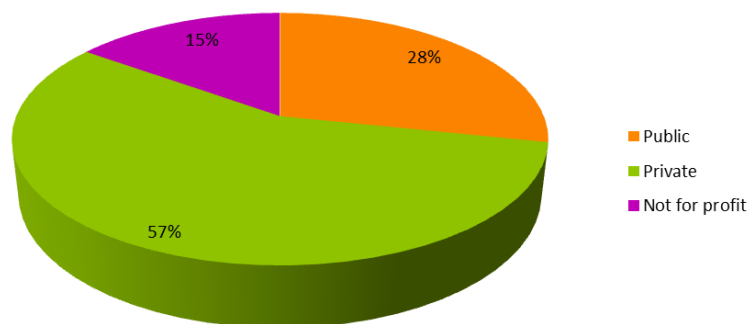
We wanted to look at engagement data in more detail and ask HR decision makers about how they want to use the information they receive from employee engagement surveys.

Our research took place in January 2014 with over 100 HR and L&D decision makers completing our online survey.
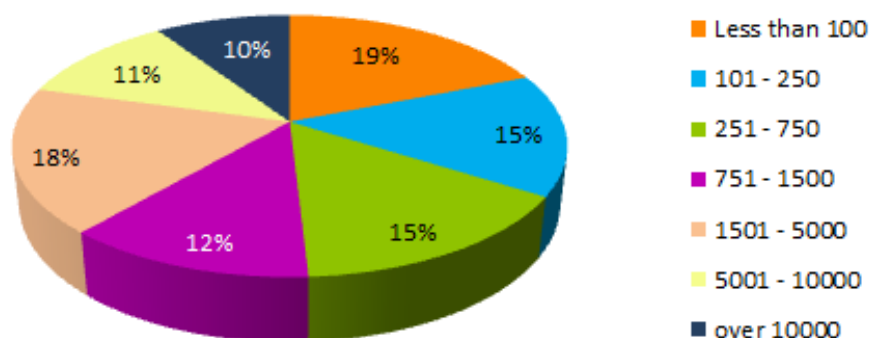
About the Respondents

57% of the respondents were based in the private sector, with a spread of organisational size.

In which sector are you based?

- Public
- Private
- Not for profit

15%
28%
57%

How many employees in your organisation in the UK?

- Less than 100
- 101 - 250
- 251 - 750
- 751 - 1500
- 1501 - 5000
- 5001 - 10000
- over 10000

10%
11%
18%
12%
15%
15%
19%

Summary

The key points from this research indicates:

- Nearly ¾ of those organisations surveyed, make use of employee engagement surveys to some extent either through regular annual or biennial programmes, or on an ad-hoc basis.

- Unearthing what is actually of importance to the employee consistently appears in the top three of the most important questions to ask of employee engagement data with more than 6 in 10 including this. Indeed over 50% organisations place this as being the single most important area to look at in the information obtained from a survey.

- There is a need to be able to identify the main sources of disengagement with nearly half of the organisations surveyed including this in their top three of the data analysis needed – and 38% report that they need to identify the engagement trouble spots across the organisation.

- 4 in 10 organisations are looking to understand the link between levels of employee engagement and the ability to deliver organisational objectives or demonstrate corporate values.

- 1 in 3 organisations report that they want to use employee engagement survey data to help managers become better at engaging their own teams.

- The abilities to benchmark with comparable organisations and monitor engagement levels over time are needed from engagement survey data

Taking these points on board, Head Light has enhanced its Talent En-Gauge® survey and analytics tool by designing and developing additional functionality.

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If you would like to access the full Report into the findings from this research, please click here.
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About Head Light

Head Light is an award-winning talent management software and consulting firm that works with clients to define and implement impactful talent management strategies.

Talent Cloud® is our cloud-based portfolio of integrated talent management software tools designed for those who expect the maximum return from talent management processes. Our training and consulting services uniquely complement our breakthrough software that engages employees, managers and senior leaders in the selection, development and progression of people in their businesses.

Companies in the FTSE 350, public sector, large and small, from retailers to high tech innovators have all benefitted from our tools, techniques and expertise. Founded in 2004, we are headquartered in the UK.

What if…

you could build a feedback-friendly culture?

What if…

you could fill more positions internally?

What if...

you could reduce employee turnover without increasing pay?

What if…

you could increase productivity?

What if…

you could spend less on training and still develop potential?

What if…

you could determine who to develop into leaders for the future?

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