



12 Questions to assess if you're creating a high engagement workplace

How do you measure the strength of your workplace? What do your talented employees need?

Measuring the strength of a workplace can be simplified to twelve questions; these questions measure the core elements needed to attract, focus, and keep the most talented employees. It turns out that managers have a huge amount of impact on employee engagement – ask your employees their answers to these questions and see where improvements can be made.

12Qs that quickly let you assess employee engagement

The most important are the first six so focus on those.

- 1) Do I know what is expected of me at work?
- 2) Do I have the materials and equipment I need to do my work right?
- 3) At work, do I have the opportunity to do what I do best every day?
- 4) In the last seven days, have I received recognition or praise for doing good work?
- 5) Does my supervisor, or someone at work, seem to care about me as a person?
- 6) Is there someone at work who encourages my development?
- 7) At work, do my opinions seem to count?
- 8) Does the mission/purpose of my company make me feel my job is important?
- 9) Are my co-workers committed to doing quality work?
- 10) Do I have a best friend at work?
- 11) In the last six months, has someone at work talked to me about my progress?
- 12) This last year, have I had opportunities at work to learn and grow

People join a company but leave a manager -- turnover is mostly a manager issue

Talented employees need great managers. Gallup's research shows that an employee may join a company because of its leadership, benefits, training, or other factors but how long he stays and how productive he is while there is determined by his relationship with his immediate supervisor. When employees don't get what they need from a manager they are much more likely to leave. Four core managerial activities disproportionately affect engagement: 1) select a person; 2) set expectations; 3) provide a motivating environment; and 4) develop the person

LINKING THE 12Qs TO BUSINESS OUTCOMES

Is there a link between engagement and business outcomes?

Gallup proved what we know intuitively – there is a link between employee engagement and business unit performance. Four business outcomes were used:

- 1) Productivity
- 2) Profitability
- 3) Retention
- 4) Customer satisfaction

Highly engaged employees mean better business unit performance

What makes a bigger impact on the employee – their manager or the company?

The immediate manager affected the employee's opinions much more than the policies or procedures of the overall company. Gallup "had discovered that the manager – not pay, not benefits, perks, or a charismatic corporate leader – was the critical player in building a strong workplace. The manager was key".

