



A THERMOMETER FOR THE COMPANY: THE ENGAGEMENT SURVEY



In these confusing, unstable and uncertain times, if I were an entrepreneur or a professional manager, I would ask myself very seriously what is the health status of my company. And I would use the fastest and most effective tools to diagnose it.

I would do this because it is essential, now more than ever, to be agile and receptive enough to turn the context to our advantage, rather than passively suffering it. We need to find solutions to stabilize our business and to allow us to evolve despite the increasingly complex issues we face.

We all know that success and getting results are always a matter of focus and proactivity!

So, let's try to figure out how to do that. One of the most effective ways is to probe the organization, in order to understand how it is doing right now.

Usually, it is advisable to carry out an in-depth assessment of numbers, results, processes, performance... And this is correct, but it implies a path of a long and wide-ranging analysis. It is still the most valid way, but it is long and expensive. In some cases it is worth it, in some others not.

So what if we want to be faster and more incisive? To achieve such result, I propose a change in logic: let's start with people.

People represent the organisation as a whole and its functioning, they determine the company's results and contribute to create the numbers. However, there is a trap: if we want the numbers to be right and continue to be hyperbolically positive, the resources must be managed, motivated and organised correctly.

So, if I were an entrepreneur, I would always check the level of internal engagement of my employees: people who believe in the company, who love what they do, who work efficiently and who trust their managers produce excellent performances, have an impact on quality and directly cause a reduction in time and costs.

But how do I know if my resources are motivated? One of the tools that provides an effective, clear and concise assessment is the Engagement Survey.

It is a useful diagnostic tool, but like any method it must be used wisely: we must define the strategy, the contents and a precise plan of action.

It is also necessary to follow some technical rules that make the communication fluid, sincere and neutral between us and the targeted people; for example, the questionnaire should be strictly "anonymous" to eliminate the risk of having complacent or distorted answers.

In a nutshell, we could follow these standard directions:

1. Clearly define the specific purpose of the project and the macro-objectives;
2. Establish the target of people to involve;
3. Create the set of questions per topics and then create the complete Survey;
4. Set criteria for evaluating and interpreting the information;
5. Define tools and methods for data reporting;
6. Outline the process and the steps to implement the project;



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7. Decide which actions to take in order to resolve the critical situations that have emerged: the solutions will have a concrete impact on motivation;
8. Constantly give feedback to the resources involved.

In the final analysis, and using an almost embarrassing conciseness, if I were an entrepreneur, I would measure the temperature of my company now more than ever and check if there are critical factors to work on to obtain better results and to develop my business.

We need to keep a firm grip on the helm of our boat and always make sure that everything is working properly and that our crew is performing to its full potential. Only in this way we will be able to tackle even stormy seas.

The Survey is one of the fastest tools, allowing us to intervene with surgical precision on the subject and to effectively resolve the most critical issues in the short term.