



Employee Engagement Program

This case-study documents the experience of an ASE member.

CASE STUDY

SITUATION:

A mid-sized durable goods manufacturing ASE member was experiencing high turnover. The HR department and managers could not come to a consensus of what was causing the turnover. They contacted ASE to inquire which tools were available to assess employee engagement. They liked that the McLean & Company Employee Engagement Survey was professional, simple, and intuitive.

KEY CHALLENGE

The company was experiencing unwanted turnover and had no tools to measure how employees were feeling.



APPROACH:

After close consultation with ASE and McLean & Company, they developed and tested their survey. Five key steps were involved in the Engagement Survey process.

- 1. Survey Promotion:** They promoted the survey heavily throughout the organization before launching.
- 2. Survey Launch:** HR ensured that there was leadership buy-in from the top down before initiating the survey. They needed the buy-in to ensure that action would be taken on the results. After the first annual survey was launched, they saw a 90% participation rate.
- 3. Analyze Data and Identify Initiatives:** The organization worked with McLean & Company to analyze the data and create action plans based on the results. The organization selected three key areas that needed attention and change.
- 4. Create Focus Groups:** They selected three senior professionals from within to lead focus groups around these drivers and asked all employees to volunteer for the focus groups. They had 60 employees volunteer.
- 5. Present Solutions:** Through these focus groups they conducted a series of meetings where they did deep dives on the topics and identified improvement initiatives. These initiatives were then presented to senior leadership, where many were approved and implemented.



Both the second-year and third-year annual surveys also saw a 90% participation rate. The survey has now been implemented globally. The key to the success they've had is how the organization reacted to the results. Each year after the survey results were complete, the organization organized employee-based focus groups to create initiatives that would drive solutions to key issues identified in the survey results. They have seen the scores increase year over year in the areas addressed within the focus groups. Employees continue to see changes based on their feedback and are therefore willing to participate in the survey year after year.

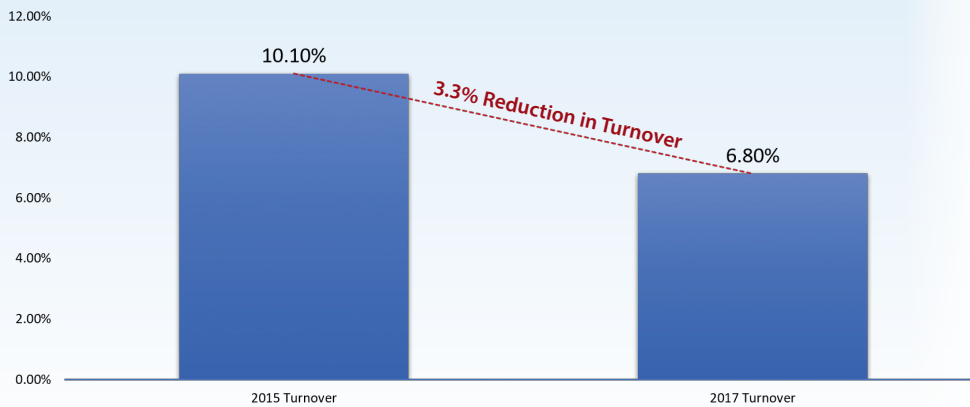
"Our employees can not only voice their opinion but have a hand in creating solutions to the challenges uncovered."

- HR Manager

90%
PARTICIPATION
RATE

RESULTS:

"Even with the low unemployment rate in our county, our turnover rate has gone down. We attribute this to our efforts in engagement." - HR Manager



KEY BENEFITS

- Key Initiative Scores Improved
- Improved Employee/Manager Relationships
- Improved Employee Experience
- Reduced Turnover

"The survey and initiatives that follow have become part of our global culture and are now part of our DNA." - HR Manager