

Engagement Profiler®

Knowing your people's engagement



The **Engagement Profiler®** is a concise and powerful online tool for measuring the engagement of people in organizations. This tool gauges people's level of engagement and maps which factors contribute to, or detract from, their engagement.



People are engaged...

...if they are motivated to help achieve the objectives of the organization for which they work. You could say that engagement is **dedicated** or **directed motivation** – it is having the drive to do what is necessary to make the organization a success.



Knowing you people's engagement

A team's performance depends on their engagement, so managers need to know how engaged the people around them are. Not only a general organizational score, but in depth insight into the factors shaping the engagement of their reports, peers and partners.

The House of Engagement

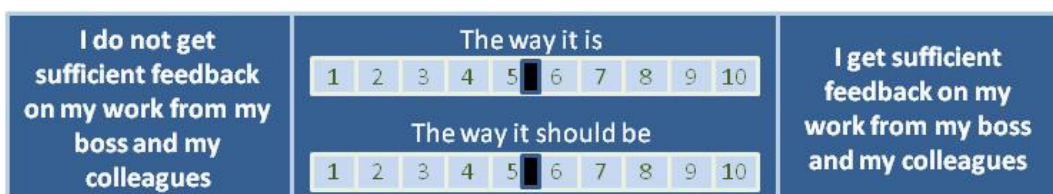
The Engagement Profiler is based on the *House of Engagement*, a framework

developed by Professors Ron Meyer, Bill Collins & Johanna Wolfbauer. This model covers ten categories of variables that are seen as the key driving forces of engagement.

THE TOOL

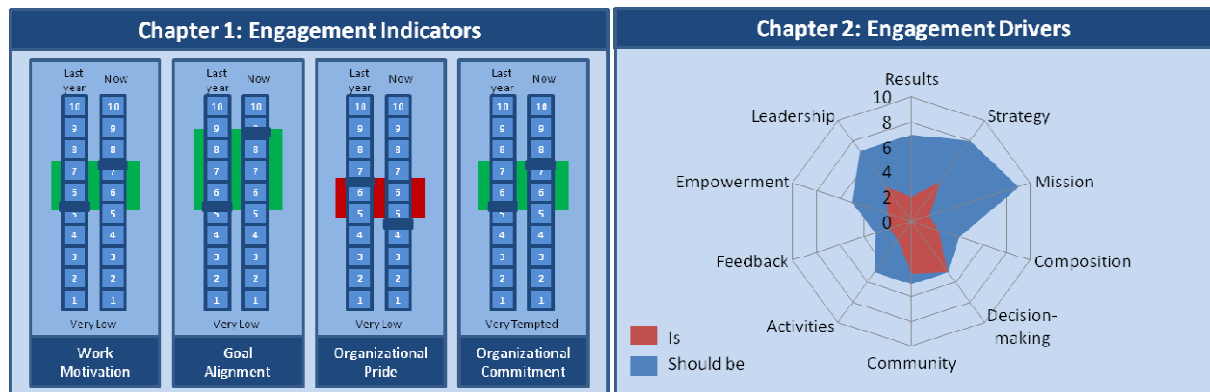
The Engagement Profiler allows each participating manager to select their own respondents (up to a maximum of ten people), who's engagement they would like to know more about. After the respondents have completed the survey, an Engagement Profile report is generated and sent to each participating manager as a pdf.

The survey consists of 40 sets of opposing statements, with a slide in the middle that respondents need to move to reflect their view. After each statement room is given to add comments and suggestions.



RESULTS

After completion, a detailed report is generated and sent to each of the participating managers. While extensive in its feedback, the report also presents a 4 page executive summary and a 1 page Engagement Dashboard. It is also possible to merge various team level reports into unit-wide or company-wide reports.



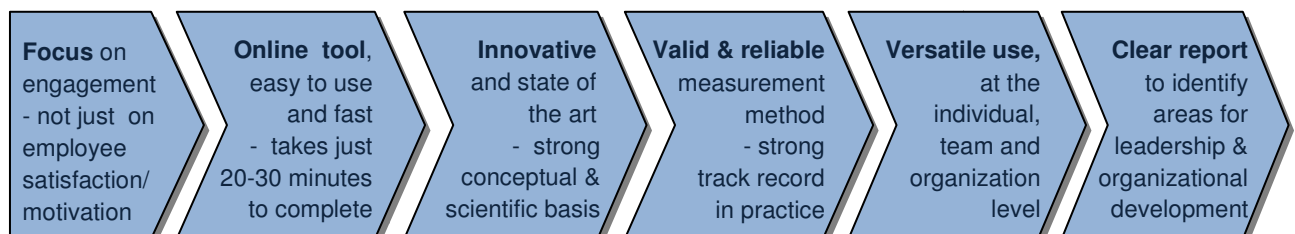
All data and all results are treated with full confidentiality. The answers of all respondents are also presented anonymously.

USES

The Engagement Profiler is a *learning* tool, not an *assessment* instrument that can be used to judge and reward. As such, it is fit for use in the following ways:

- **As part of leadership training.** The Engagement Profiler can be used as a feedback tool for participants in leadership development programs, pointing out areas of strength and potential for improvement.
- **As part of leadership coaching.** During individual coaching sessions the Engagement Profiler report can provide invaluable insights into areas of attention for effective leadership, driving plans for focused improvement.
- **As part of an organizational analysis.** The Engagement Profiler can provide a fact-based foundation for organizational improvement aimed to strengthen performance through motivated and well-aligned people.

BENEFITS



For more information please contact info@c4sl.eu

Center for Strategy & Leadership is dedicated to improving companies' effectiveness in the areas of strategy, leadership, business innovation and change management, by offering process facilitation, consulting and management development services.