

**TALENTKEEPERS®**



COMMIT | ENGAGE | EXCEL

# Sample Report

## ENGAGEMENT AND RETENTION CULTURE REPORT

October 2018

**Table of Contents**

- Introduction ..... 1
- Engagement and Retention Benchmark Comparisons ..... 2
  - Elements in which your organization is very effective ..... 2
  - Elements in which your organization is somewhat effective ..... 2
  - Elements in which your organization is ineffective ..... 3
- Engagement & Retention Best Practices Audit Results ..... 3
- Attrition and Disengagement Costs and Opportunities..... 4
- Recommendations and Standards ..... 5
  - Selection, Onboarding, and Retention Practices ..... 6
  - Leader and Career Engagement Practices ..... 7
- Appendices..... 8
  - Appendix A: Answers to Workplace America Engagement and Retention Research Questions
  - Appendix B: Answers to Engagement and Retention Best Practices Audit

## Introduction

Since 2000, TalentKeepers has transformed organizations by helping them clearly understand the importance of talented employees. It's more than just implementing a strategy or program – it's creating a culture of engagement. It is important to create employee engagement and retention standards that push expectations and performance to the next level.

Changing your culture to value, develop and nurture the engagement and retention of your employees will get all stakeholders aligned and working in the same direction, including recruiting, training and operations. Furthermore, the impacts on your organization's performance will be significant and sustainable.

Organizations that create a culture of engagement have been able to:

- Increase awareness of at-risk and disengaged talent and develop ways to keep and re-engage them
- Establish goals and accountability for engagement and attrition for all stakeholders including recruiting, training, operations and HR
- Identify and act on key drivers that support a thriving work environment
- Leverage engagement and retention best practices that deliver results

The first step in creating a culture of engagement is to benchmark your current engagement and retention practices against our general and "best in class" benchmarks, as well as audit your current processes with our proprietary best practices, which have been developed within thousands of organizations.

## Engagement and Retention Benchmark Comparisons

TalentKeepers' Workplace America research is the longest continuously running study of engagement and retention in North America. Since its inception in 2004, hundreds of organizations participate annually to share engagement and retention trends, challenges, and best practices.

We benchmarked your organization against our annual Workplace America Engagement and Retention Trends Research which contains data from hundreds of organizations across a range of industries. Your practices were compared to the national benchmark and a Best-In-Class benchmark on 12 key elements proven to help create a culture of engagement. Your answers to all of the Workplace America research questions and how you compared on these 12 key elements are provided in Appendix A.

### Elements in which your organization is very effective

These are the elements of an engagement and retention focused culture in which you are consistent with the National and Best-In-Class Benchmarks. These are strengths for your organization and you should continue engaging in these elements:

- Funds are budgeted for employee engagement activities.
- An engagement survey is administered every 12 months.
- You feel your strategic plan for employee engagement is working.
- The senior leadership team is committed to supporting engagement and retention efforts.
- Employee engagement is a strategic priority for the senior leadership team

### Elements in which your organization is somewhat effective

These are the elements of an engagement and retention focused culture in which you are consistent with the National Benchmark but inconsistent with the Best-In-Class Benchmark. These are developmental opportunities for your organization and you should consider addressing these elements:

- You report less than 61-80% of your employees are fully engaged. 100% of employees at Best-In-Class organizations are fully engaged.
- Your organization is slightly effective at retaining high-performing employees. 100% of Best-In-Class organizations are effective at retaining these employees.
- Front-line leaders do not effectively explain to their teams why organizational changes are made. 79% of Best-In-Class organizations report their leaders do effectively explain why changes are made.
- Leaders are not trained to have effective conversations with team members about how engaged and fulfilled they are (i.e. stay interviews). 100% of Best-In-Class organizations do train their leaders.

### Elements in which your organization is ineffective

These are the elements of an engagement and retention focused culture in which you are inconsistent with the National as well as Best-In-Class Benchmarks. These are significant developmental opportunities for your organization and you should strongly consider addressing these elements:

- Senior leadership does not make employee retention a strategic priority.
- Engagement and performance metrics are not linked.
- Outside of regular performance reviews, leaders are not meeting with team members to discuss their level of engagement.

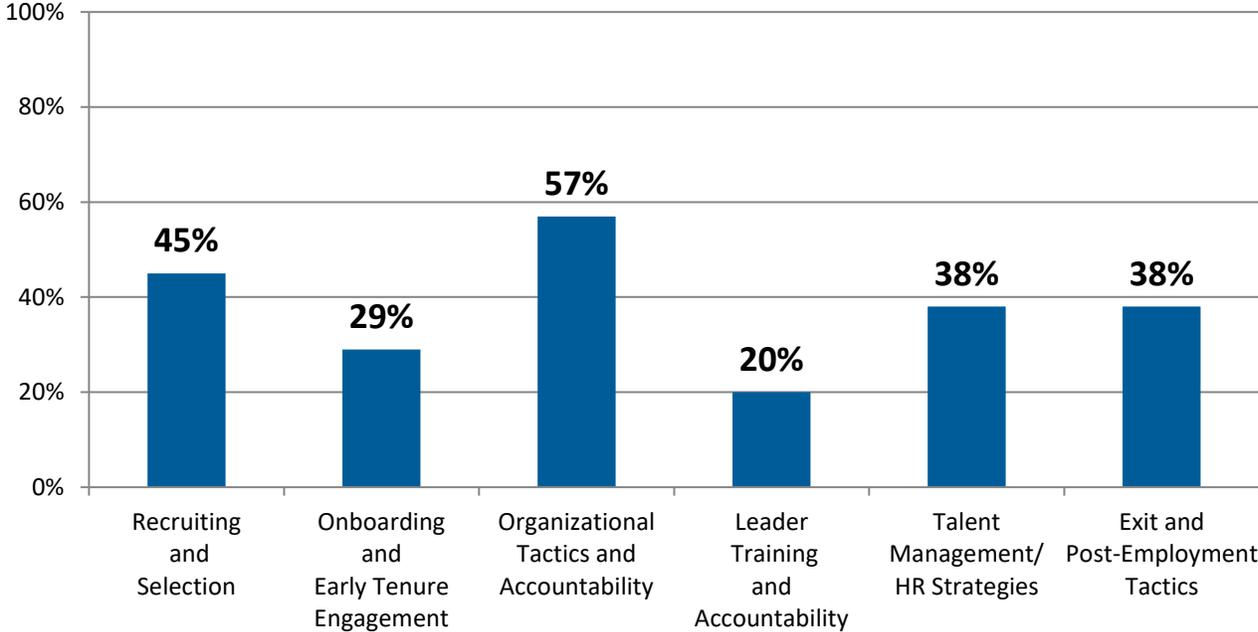
### Engagement & Retention Best Practices Audit Results

TalentKeepers has developed a set of engagement and retention best practices in working with thousands of organizations across nearly two decades. These best practices cover all phases of the employee lifecycle and have been proven to increase employee engagement and retention.

Members of your Human Resources team completed a comprehensive questionnaire of your organization’s engagement and retention practices across the employee lifecycle. These responses are provided in Appendix B.

We analyzed your organization’s responses and calculated an overall engagement and retention culture rating, as well as an effectiveness rating in each of the component areas. This will enable you to clearly see the impact of addressing each area and developing a plan which provides the biggest return for your efforts.

## Overall Engagement and Retention Culture Rating: 40%



Thank you for viewing this sample report. Request a product demo and see a full sample report.  
Contact us at [solution@talentkeepers.com](mailto:solution@talentkeepers.com) or call 407-660-6041 ext 124 to request your demo today!