



Talentmap

Employee Engagement Solutions
"From Entry to Exit"



TalentEntry

TalentGage

TalentExit

Building Better Schools from the Ground up – Workplace Engagement Strategies for School Divisions



Who is TalentMap? Our Qualifications and Capabilities...

- * Employee engagement, employee lifecycle measurement, and follow up action planning is our sole focus
- * Offices in Ottawa, Toronto and Edmonton
- * Hundreds of organizations across North America (small, medium and large employers from public and private sector)
- * More than 250,000 participants in normative rolling database
- * More than a decade of experience and expertise- pioneer and leader in employee engagement research
- * Integrated lifecycle approach to measurement
 - Entry, Engagement, Exit

TalentMap Clients

(Partial List)

Best Employer Programs



Financial Services



Education



Western Clients

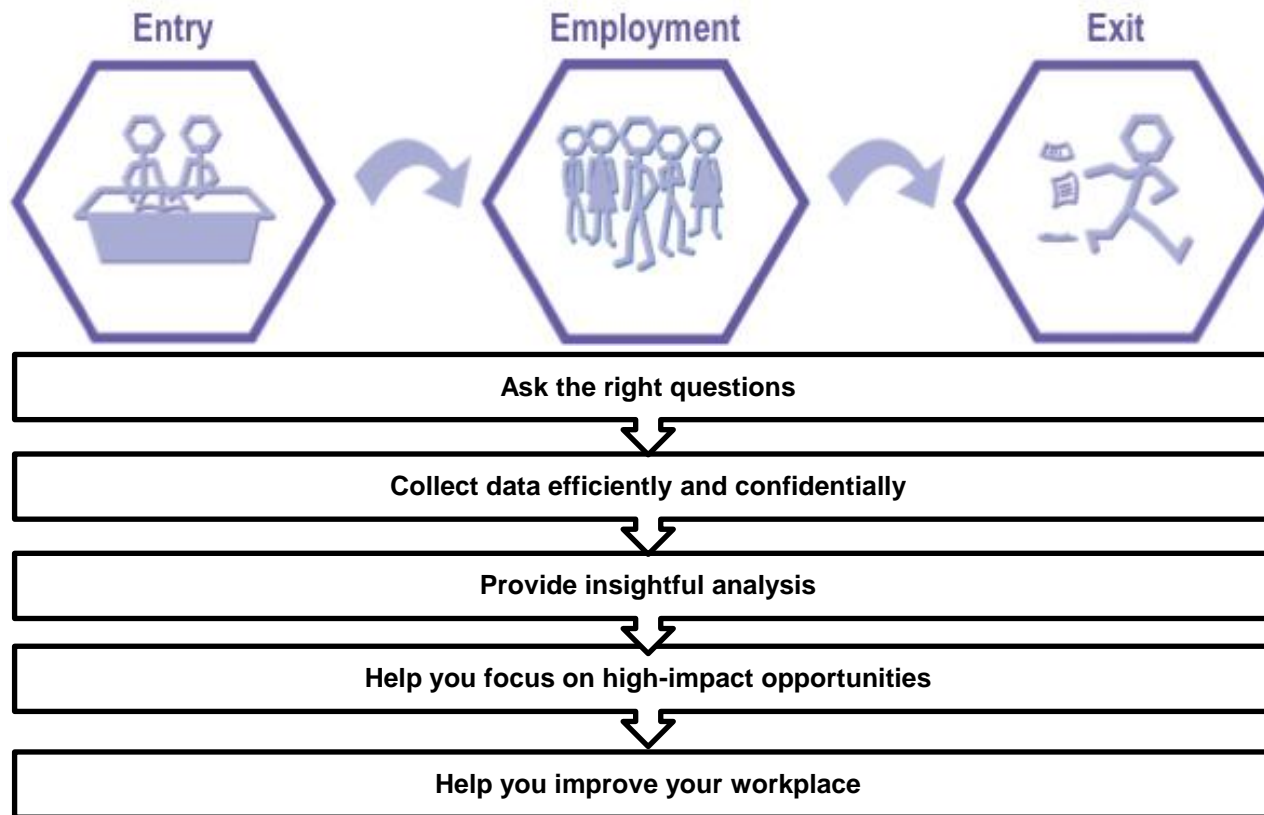


Public Sector/ Health



TalentMap's Mission- Insight and Impact

To help our clients increase organizational performance through employee feedback and workplace improvements



What we Learned from our Discussions with School Divisions...



Alberta School Divisions and Employee Engagement

- * We spoke with HR Superintendents from 25 Alberta School Divisions (2008-2010)
- * Half said: measuring engagement either not a priority, or were doing some workplace measurements (satisfaction, climate, pulse surveys, informal feedback)
- * Other half said: want to measure workplace and student engagement, feel there is a need for a consistent approach, interested in working with other school divisions to create a customized engagement survey, reports and an Alberta school division benchmark
- * Our conclusion: Inconsistent measurement approaches, significant information gaps, very few school divisions have adopted a workplace engagement strategy. Measuring workplace engagement is the missing link within the current accountability framework

Proposed Measurement Strategy for Creating Engaged Schools

- * Further consultations with interested parties - create a consortium of school divisions to participate in a pilot province-wide engagement survey
- * Develop and customize an employee engagement survey and reports for school divisions
- * Establish an Alberta school division benchmark

Employee Engagement – What does it mean?



Definitions

- * **Attraction**- The ease with which you are able to fill open positions
- * **Satisfaction**- The degree to which employees' needs are met in the workplace
- * **Retention**- The degree to which employees want to remain employed with you
- * **Engagement**- The degree to which employees demonstrate commitment, ownership and discretionary effort towards their work, team and organization

What some of our research on engagement says...

Why is Employee Engagement Important?

* **High Cost of Turnover:**

- ❑ Merck, HP & Fortune Magazine calculate 1.5 times salary
- ❑ Engaged employees are 87% less likely to leave

* **Impact to Productivity:**

- ❑ Engaged employees perform 20-50% higher
- ❑ Disengaged employees cost North American organizations over \$350B a year

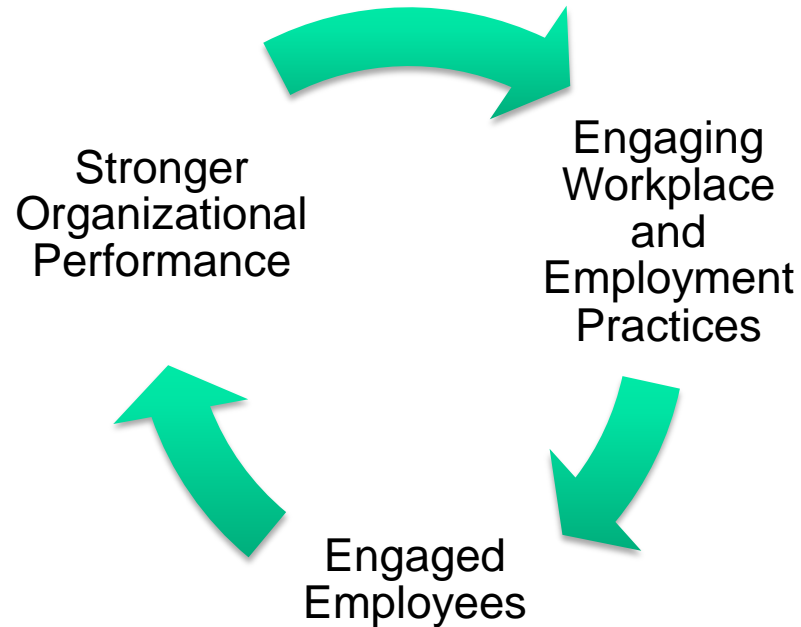
* **Influence on Customer Satisfaction:**

- ❑ Proven correlation. Companies in the top quartile produce 38% higher satisfaction scores

* **Increased Profitability:**

- ❑ Organizations in top quartile of employee engagement experience 2.6X greater profit growth.

The virtuous circle of engagement and organizational performance



Engagement

Engaged employees feel:

- Pride
- Enthusiasm
- Concern
- Socially connected
- Inspiration

...which leads to

- Maximum effort
- Optimism
- Persistence
- Extra mile
- Ownership
- Sacrifice

Disengaged employees feel:

- Disconnected
- Apathetic
- Dread
- Cynical
- Negative
- Burnt out

...leads to

- Minimal effort
- That's not my job
- Work to rule
- Give up easily
- Poison the workplace and drag others down

Why is Employee Engagement Important for School Divisions?

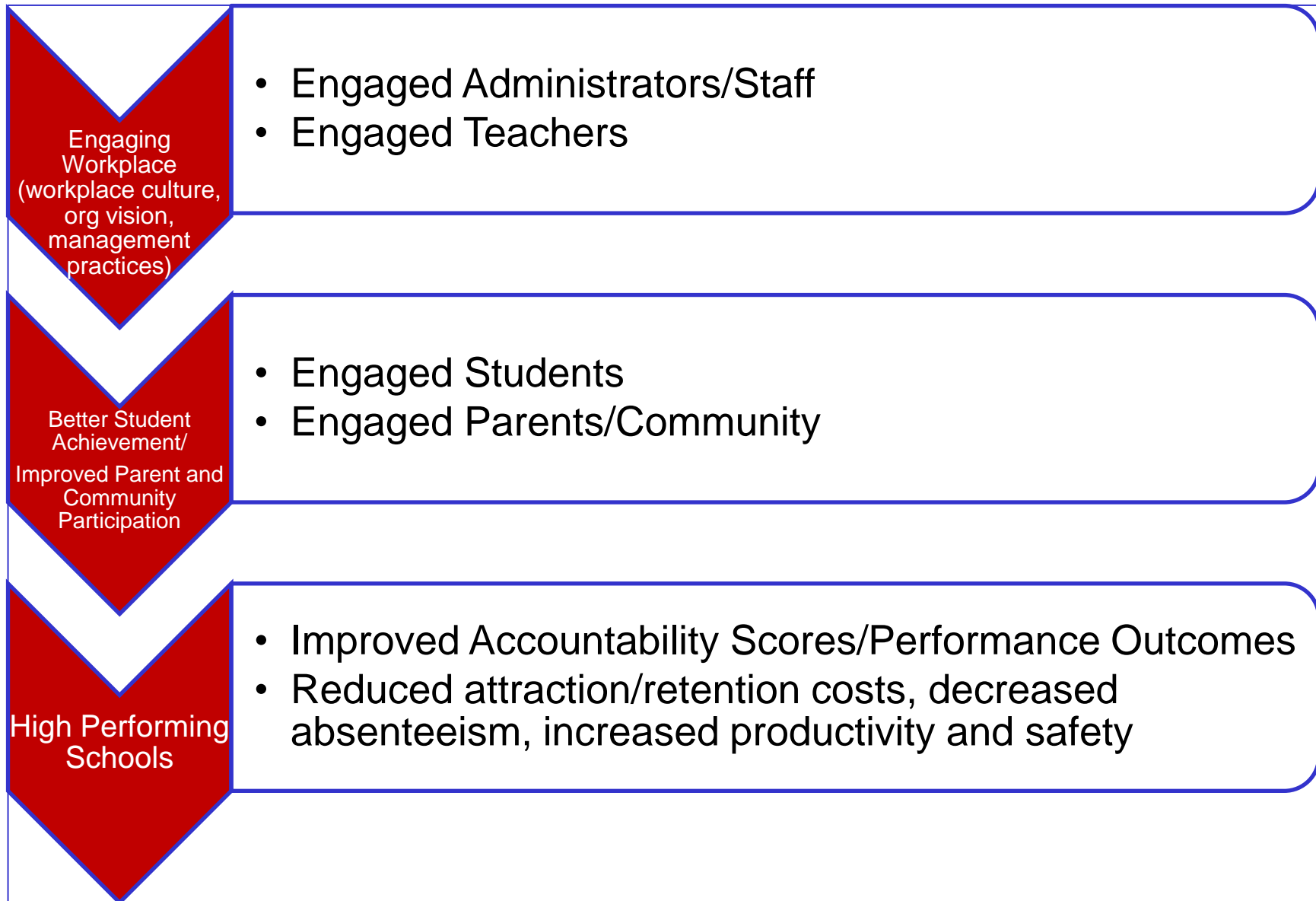
- * Accountability measures are lagging indicators of a school's success; engagement measurement provides leading indicators predictive of success (drive improvement from the bottom up/ flag opportunities or threats)
- * Research demonstrates that there is a direct correlation between engaged schools and successful performance outcomes
- * Engaging workplaces: engaged administrators and teachers leads to higher student, parent and community engagement levels which, in turn, leads to high performance schools

Why is Employee Engagement Important for School Divisions?

- * Engaged students perform better and engaged schools will have better accountability scores overall
- * Engaged schools attract and retain top talent, have lower turn over rates and decreased attrition costs, however, low turn over rates are not always indicative of an engaged workplace
- * Engaged schools enjoy higher productivity, attainment of school division objectives, decreased costs, reduction in absenteeism and burn out, and improved safety record
- * Enables schools to identify gaps and measure the impact of improvement initiatives
- * A school won't be a great place to learn and achieve unless it is also a great place to work

Aspiring to Become a High Performance School Means Having the Courage to Move in a Different Direction...

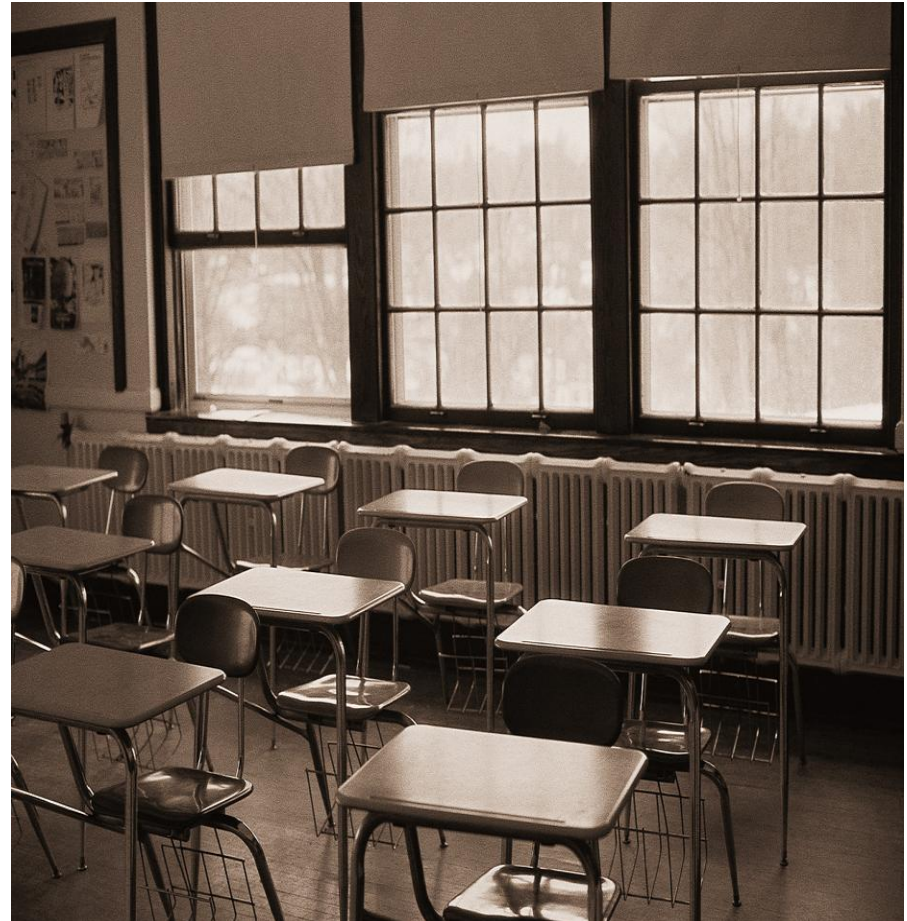




The Engaged School

Engaged Schools:

- ✓ Attract and retain top talent
- ✓ Foster great relationships and collaboration between teachers, administrators, students, parents and the community
- ✓ Involve teachers in the decision-making process
- ✓ Have open, transparent communications
- ✓ Create and communicate a clear organizational vision



Engaged Teachers

Engaged Teachers:

- ✓ Inspire a love for learning
- ✓ Build great relationships (colleagues, students and parents)
- ✓ Identify and cultivate student's talents
- ✓ Have lower absenteeism, turn over and burnout rates
- ✓ Feel they have a mission to teach and help others learn as opposed to simply having a job



Engaged Students

Engaged Students:

- ✓ Are excited about learning
- ✓ Are encouraged to cultivate their unique talents
- ✓ Have more positive relationships with administration, teachers and peers
- ✓ Have higher levels of achievement
- ✓ Take pride in their school and community



How We Measure Engagement...



* **Head - logical**

- I am optimistic about future of this organization.
- Most of my work is challenging.

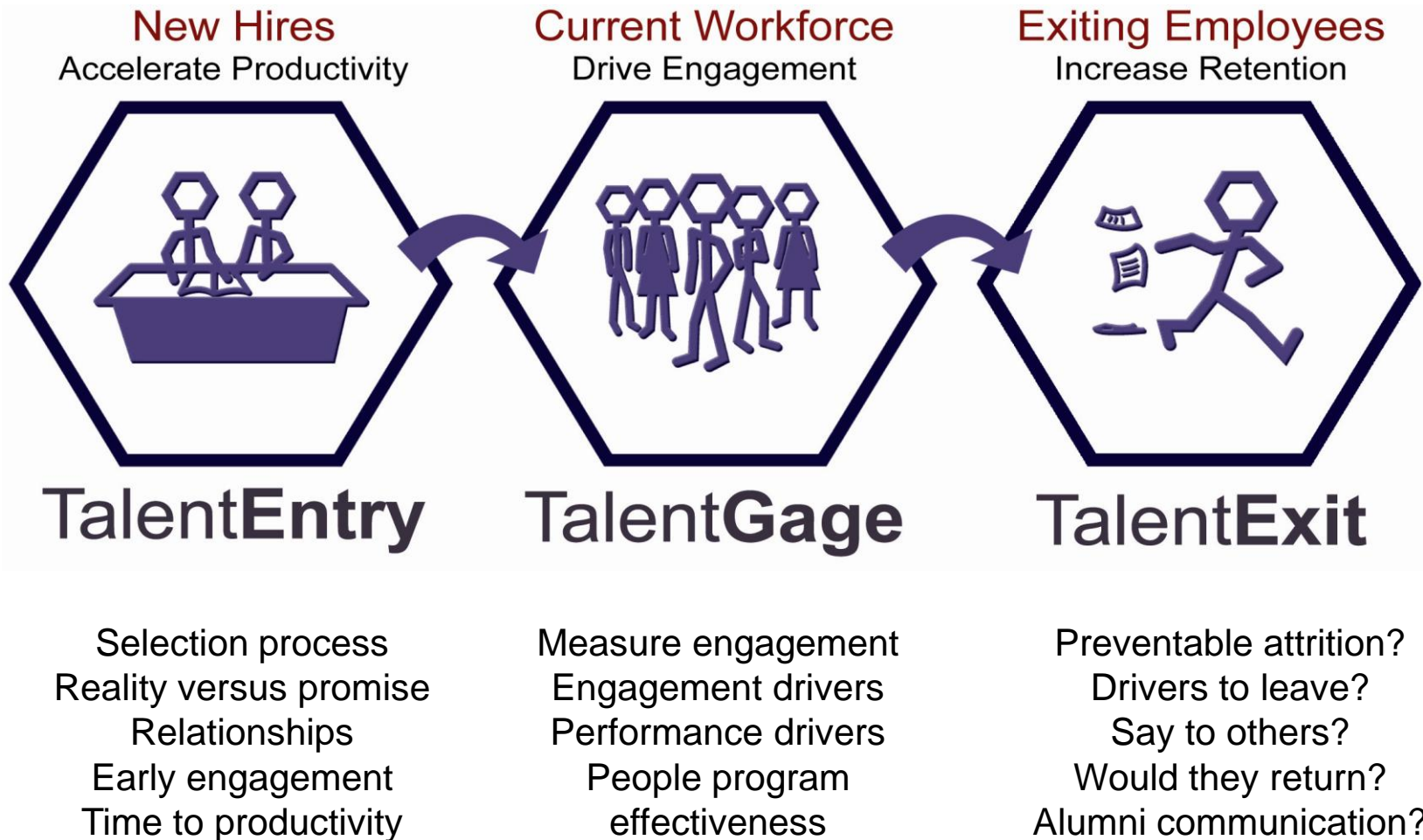
* **Heart – emotional**

- This organization inspires me to do my best work.
- My job provides me with a sense of personal accomplishment.

* **Hands – behavioural**

- I am proud to tell others I work for my organization.
- I would recommend my organization to a friend as a great place to work.

Engagement Lifecycle





TalentEntry

TalentEntry- Three Stages

Survey 1: Joining (2 weeks)

- ✓ Recruitment
- ✓ Interview
- ✓ Tools
- ✓ Resources



Survey 2: Being Productive (3 months)

- ✓ Org.-Wide Orientation
- ✓ Dept. Orientation
- ✓ Formal Training
- ✓ Informal Training



Survey 3: Socialization (7 months)

- ✓ Values
- ✓ Culture & Team
- ✓ Management/ Administration
- ✓ Engagement



What is TalentGage?

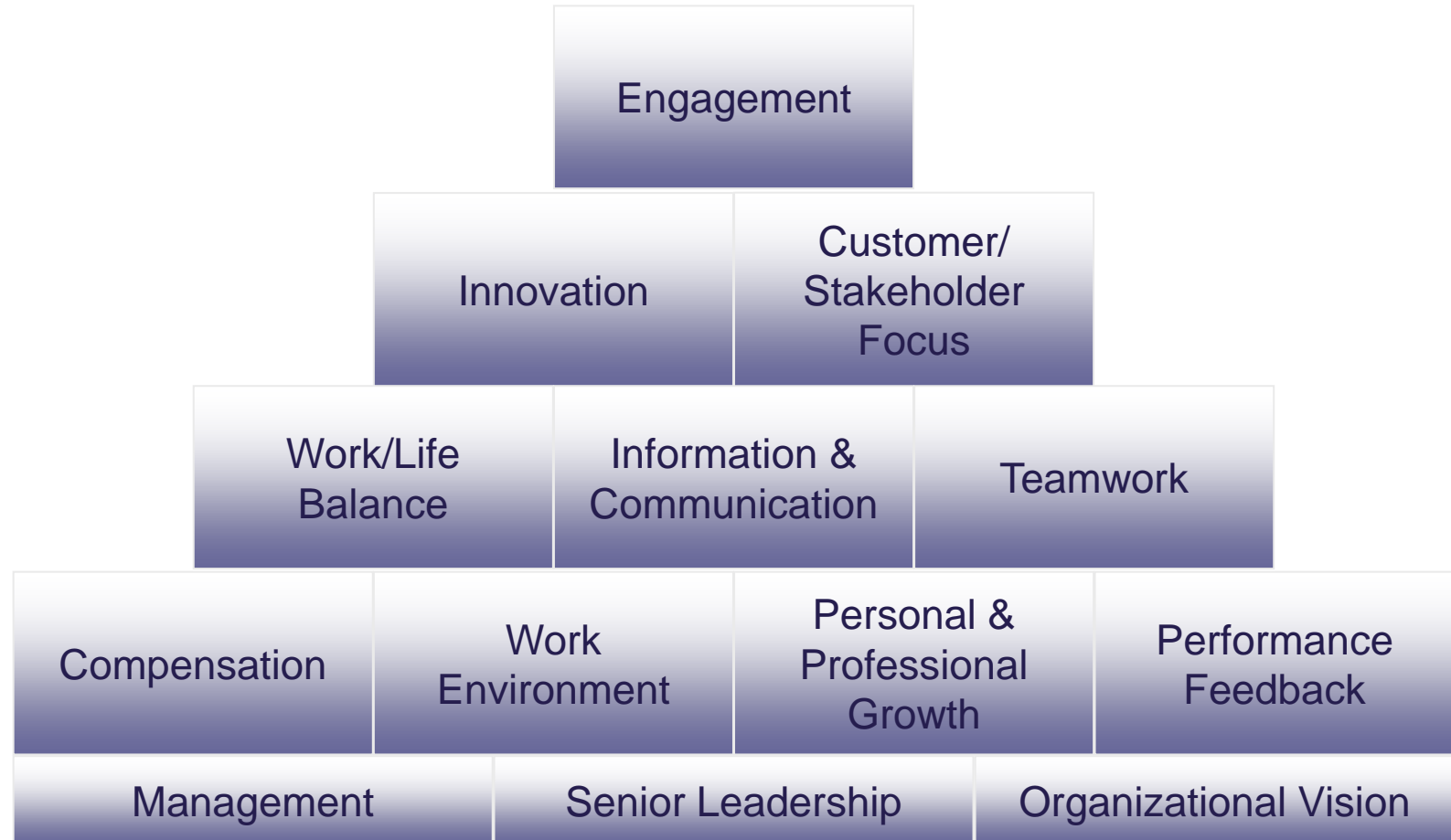
Organizational-wide employee engagement survey deployed every 1-2 years



- * Benchmarked against similar organizations
- * Tailored to your organization
- * Administered easily
- * Key strengths and opportunities identified
- * Actionable data/reports provided

TalentGage

Valid, Reliable Survey Dimensions



What is TalentExit?

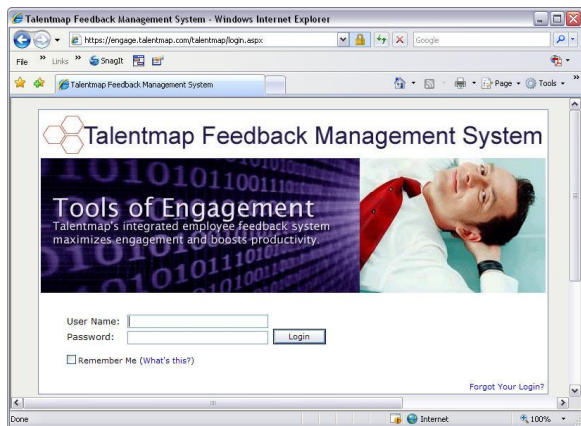
Survey completed by exiting employees (anonymous & confidential)



- * Complements the in-house exit interview
- * Consolidates all exit data into one database
- * Provides corporate and departmental feedback/trend data to management
- * Provides data to HR to enable systematic change

TalentMap Reporting

Reportal – Online, Realtime Results



**Organization Head/
Senior Leadership**

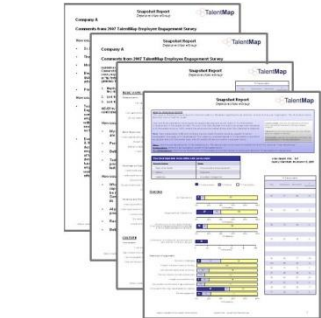
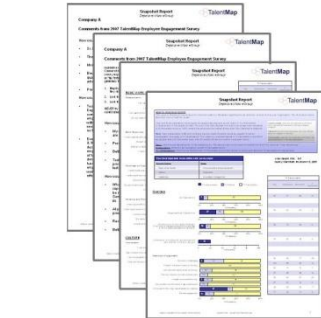
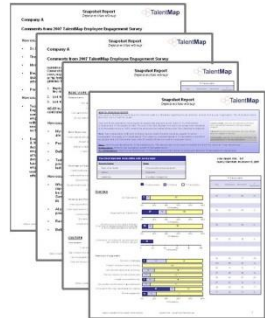
If you could deliver one message to your executive team, what would it be?
Overall Organization Results



Administration

Finance

Info. Technology



Snapshot Reports – Full Results by Department

So now that we have the data...?



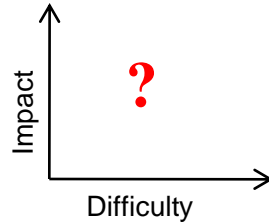
Putting the Survey Data into Action

1. Clarify



Communicate results
Focus groups
Mgmt. interviews
Deeper analysis of survey numbers and comments

2. Prioritize



Maximum impact for available resources
Realistic commitments
Quick wins
Strategic gains

3. Plan



Scope
Ownership
Involvement
Resources
Measures
Success factors
Timelines

4. Implement



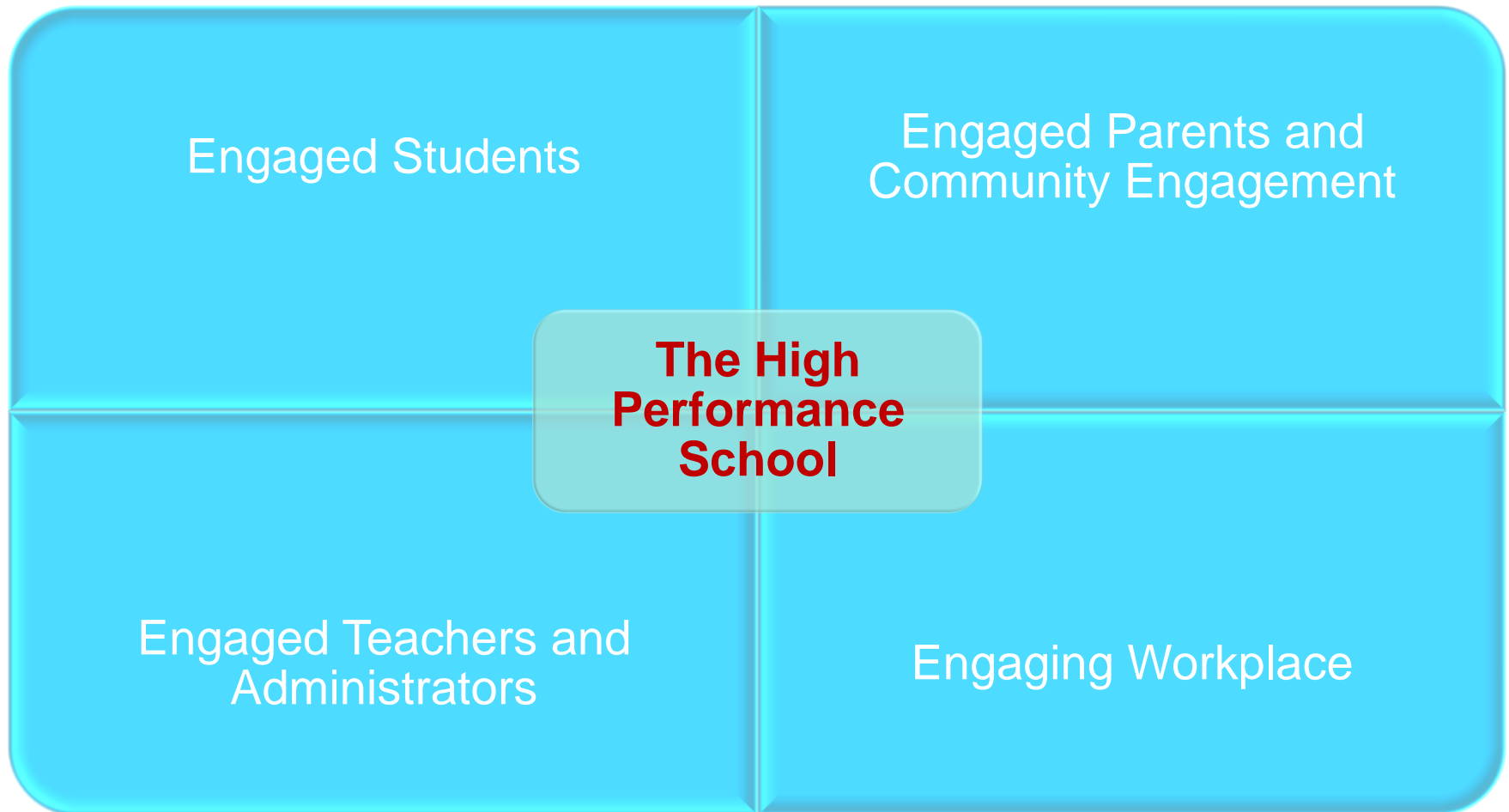
Program design
Change mgmt.
Communication
Training
Documentation

5. Sustain



Pulse surveys
Regular reporting
Recognition

The High Performance School



Proposed Measurement Strategy for Creating Engaged Schools

Our Recommended Approach...

- * Further consultations with interested parties - create a consortium of school divisions to participate in a pilot province-wide engagement survey

Proposed Program Features:

- * Develop and customize an employee engagement survey for school divisions
- * Generate overall report, and reports by zone, division and individual schools
- * Establish an Alberta school division benchmark
- * Roll out results to senior administrators and employees

Measurement Strategy for Creating Engaged Schools

- * Follow up action planning
- * Over time, compare results with previous year Alberta school division benchmark, identify gaps and measure improvements
- * Begin to link engagement results to accountability scores and other performance measures, measure student engagement
- * Showcase initiative to other provincial jurisdictions
- * Measure and understand engagement from hire to retire - build onboarding and exit surveys into strategy

QUESTIONS?

