

The Conference Board *Global Employee Engagement Survey™*

Employee Engagement: you may have heard the term, but what does it mean? That is the question The Conference Board set out to answer. This respected research organization conducted a meta-analysis of how the concept has been defined in practice. They synthesized 12 major studies by 7 thought leaders in over two dozen articles from 1999-2006. Next, using a broad range of items from this synthesis, they collected data from 13 Fortune 500 companies in 11 countries. After several rounds of refinement, their validated survey has 54 items comprising an 8-item engagement Index and five engagement driver groups.

The five engagement driver groups, which take cultural differences around the world into consideration, are:

- Organizational Health
- Managerial Excellence
- Job Design
- Workplace Readiness
- Extrinsic Rewards

The Conference Board *Global Employee Engagement Survey™*, norms, and associated analytics are a powerful tool for tracking engagement and for diagnosing engagement drivers to allow focused and effective management action.

We are pleased to be able to offer this survey to our clients. Employee engagement is critical to customer satisfaction, profitability, and overall

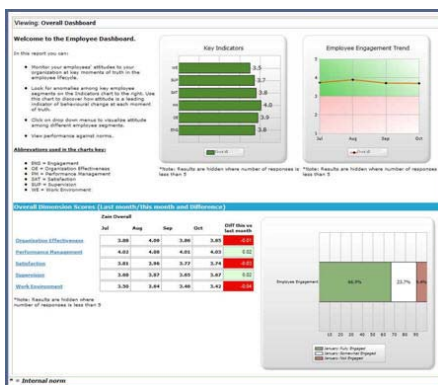
organization effectiveness.

Our survey capabilities allow global delivery via the internet in over 65 languages, supplemented by paper-based surveys where needed.

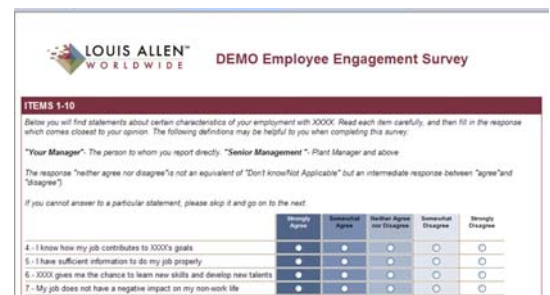
Our online reporting capabilities provide real-time status and online dashboards showing your results. Reports are dynamic so you can slice and dice your data to

compare across groups and export to various formats.

You can draw on our extensive organization effectiveness and change consulting expertise for more in-depth analysis and/ or support in action planning. Please see our website for more complete information (www.louisallenworldwide.com).



Sample Reporting Dashboard



LOUIS ALLEN™ WORLDWIDE DEMO Employee Engagement Survey

ITEMS 1-10

Below you will find statements about certain characteristics of your employment with XXXX. Read each item carefully, and then fill in the response which comes closest to your opinion. The following definitions may be helpful to you when completing this survey:

"Your Manager", The person to whom you report directly. **"Senior Management"**, Plant Manager and above.

The response "neither agree nor disagree" is not an equivalent of "Don't know/Not Applicable" but an intermediate response between "agree" and "disagree".

If you cannot answer to a particular statement, please skip it and go on to the next.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
4. I know how my job contributes to XXXX's goals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I have sufficient information to do my job properly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. XXXX gives me the chance to learn new skills and develop new talents.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. My job does not have a negative impact on my nonwork life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Sample Online Survey