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# Using Both Basic and Advanced Analytical Tools to Uncover the Key Drivers of Engagement

Presented by:

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# First Steps



- Consultation with Our Client
- Setting Objectives
- Creating a Research Plan

# Switching Direction



- Realization that client employee data alone would not provide a complete picture
- Enhanced the research plan with 500 random national surveys



# Laying the Groundwork

Engaged employees increase productivity.



Engaged employees result in more satisfied customers.



# Composite of Engagement

My heart is in the work

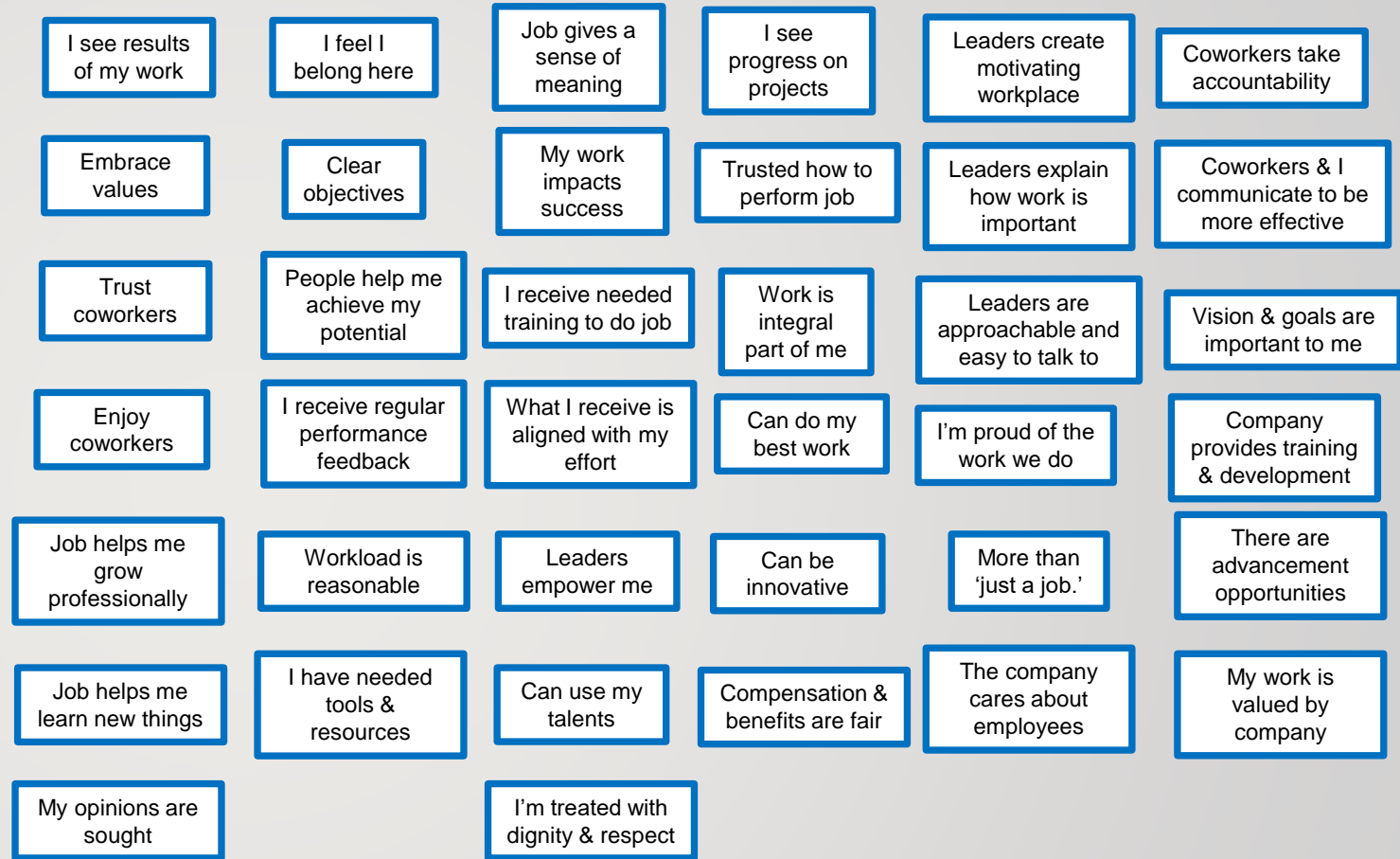
I'm happy when intensely working

I feel energized at work



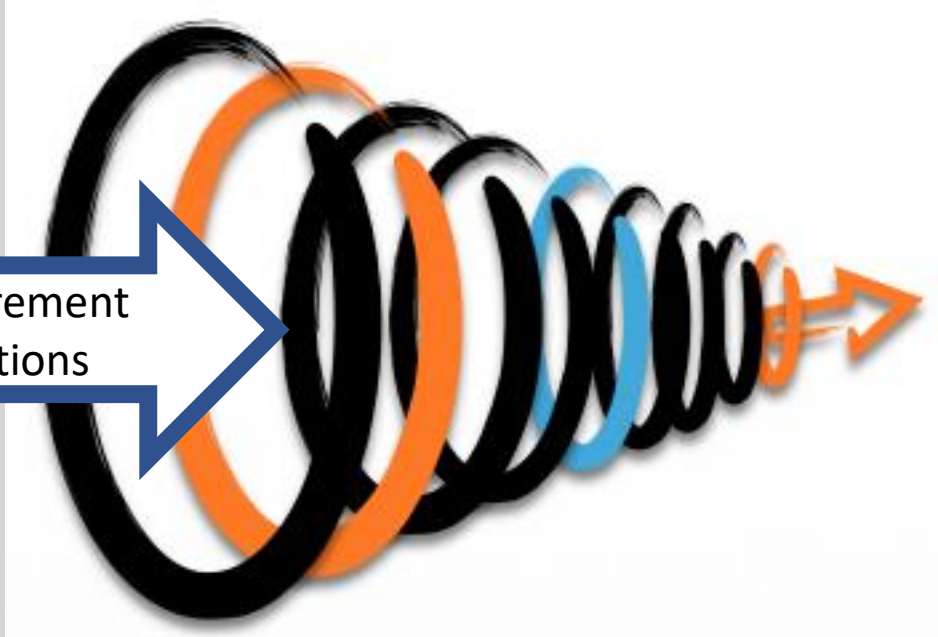
# Independent Attributes

Employee Engagement



## 10 Composite Measures

Measurement Questions



My Boss

My Job

My Team

Impact

Connection

Growth

Satisfaction

Meaning

My Company

Autonomy





# Employee Engagement

My Boss

My Job

My Team

Impact

Connection

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My Company

Autonomy





# Study Launch

- Implemented the plan
- Base of 400 employee surveys + 500 surveys with employed adults throughout U.S.



Employee Experience Survey surveys@ironwoodinsights.com

How much do you agree or disagree with the following statements.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Don't Know
I have the authority I need to do my best work.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall, the compensation and benefits I receive here are fair.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust the people I work with.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am proud of the work we do at work.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am able to be creative and innovative at work.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Suspend Next

Ironwood Insights

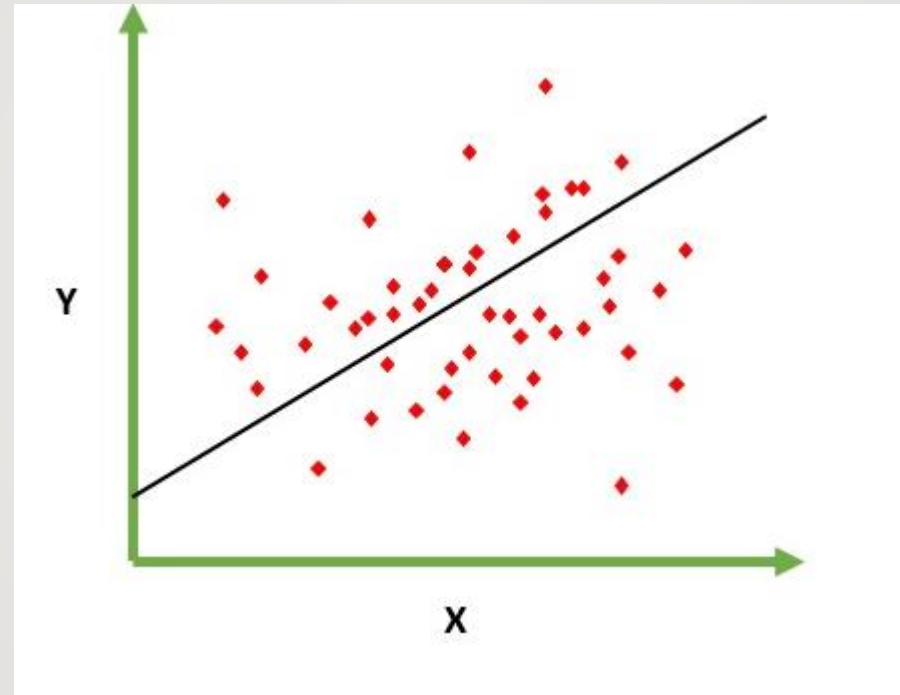
# Data Analysis Plan

- Create banner points / run tables including standard statistical significance testing
- Analytic Tools
  - Linear Regression
  - Attributable Effects
  - Graphical Modeling
  - Biplots



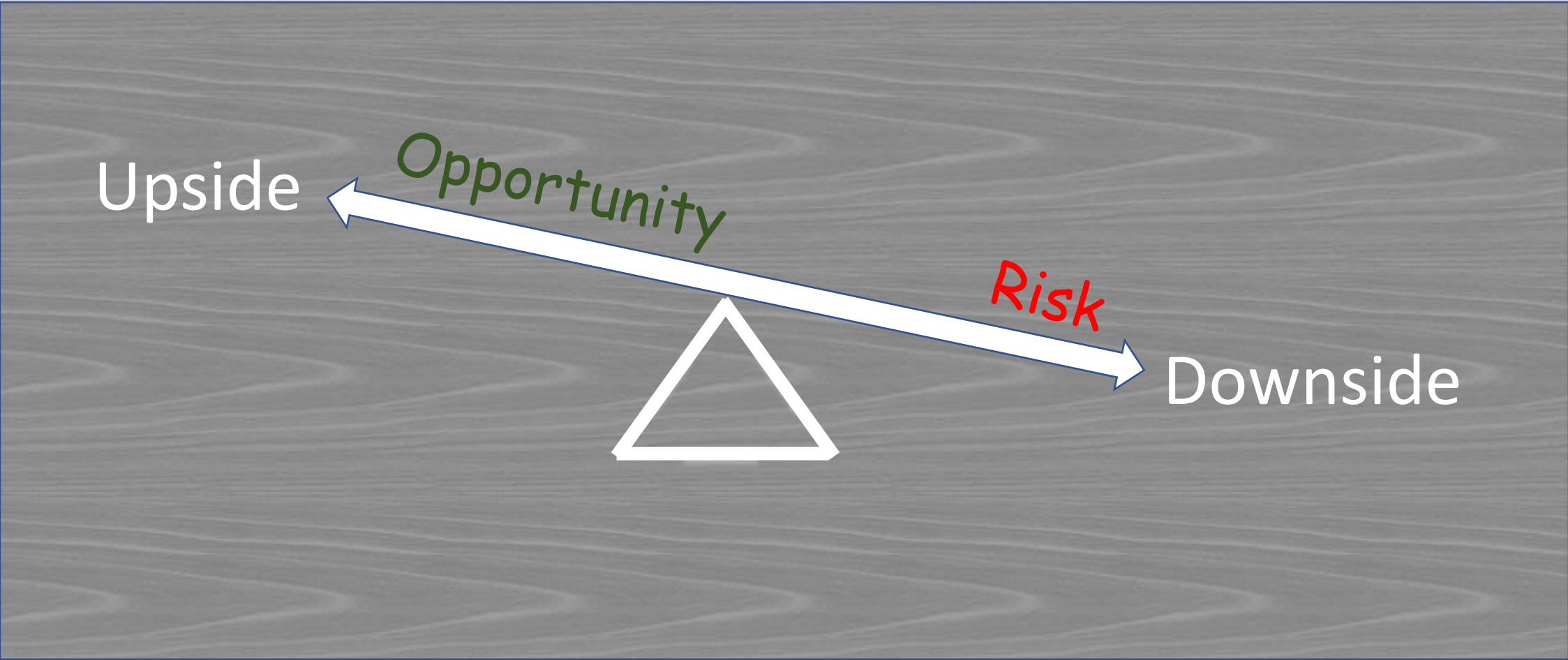
# The Deep Dive

Often used in Key Driver Analysis



Linear Regression

# Attributable Effects





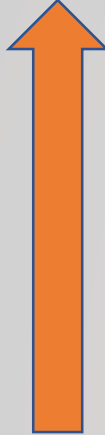
# Attributable Effects



Identifies specific areas that need attention in order to increase or maintain engagement, loyalty or satisfaction

- Guides clients on greatest opportunities for increasing engagement / loyalty / satisfaction
- Identifies areas that must be maintained to keep currently satisfied employees / customers content
- Downside and Upside effects are expressed as the range of percentages that the target variable can move as a result of in changes in the driver variable, thus making the results easy to interpret.
- Provides two primary statistics—Downside and Upside effects which measure each composite’s potential total effect on overall employee engagement.
- Is performed one composite measure or attribute at a time.

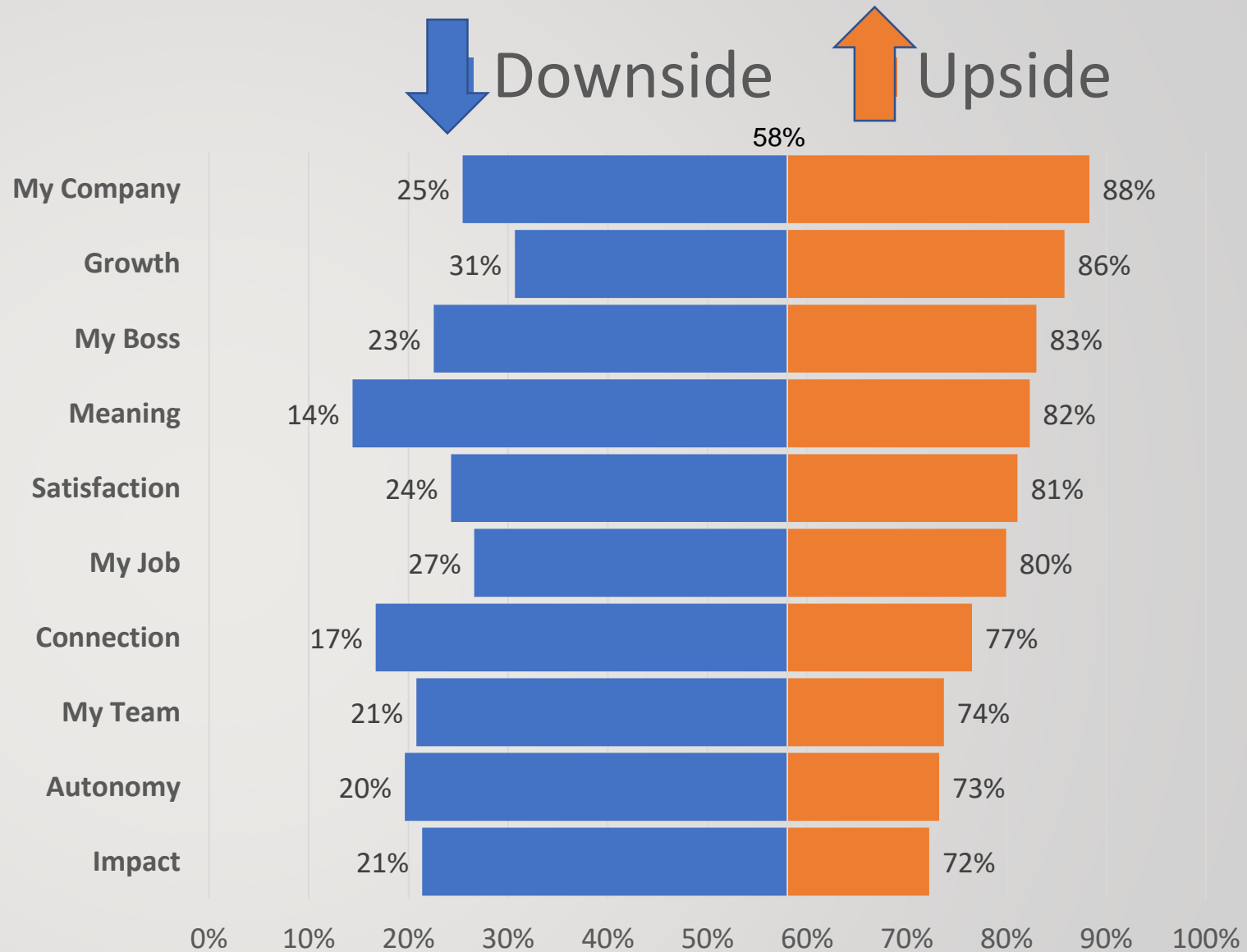
# Attributable Effects



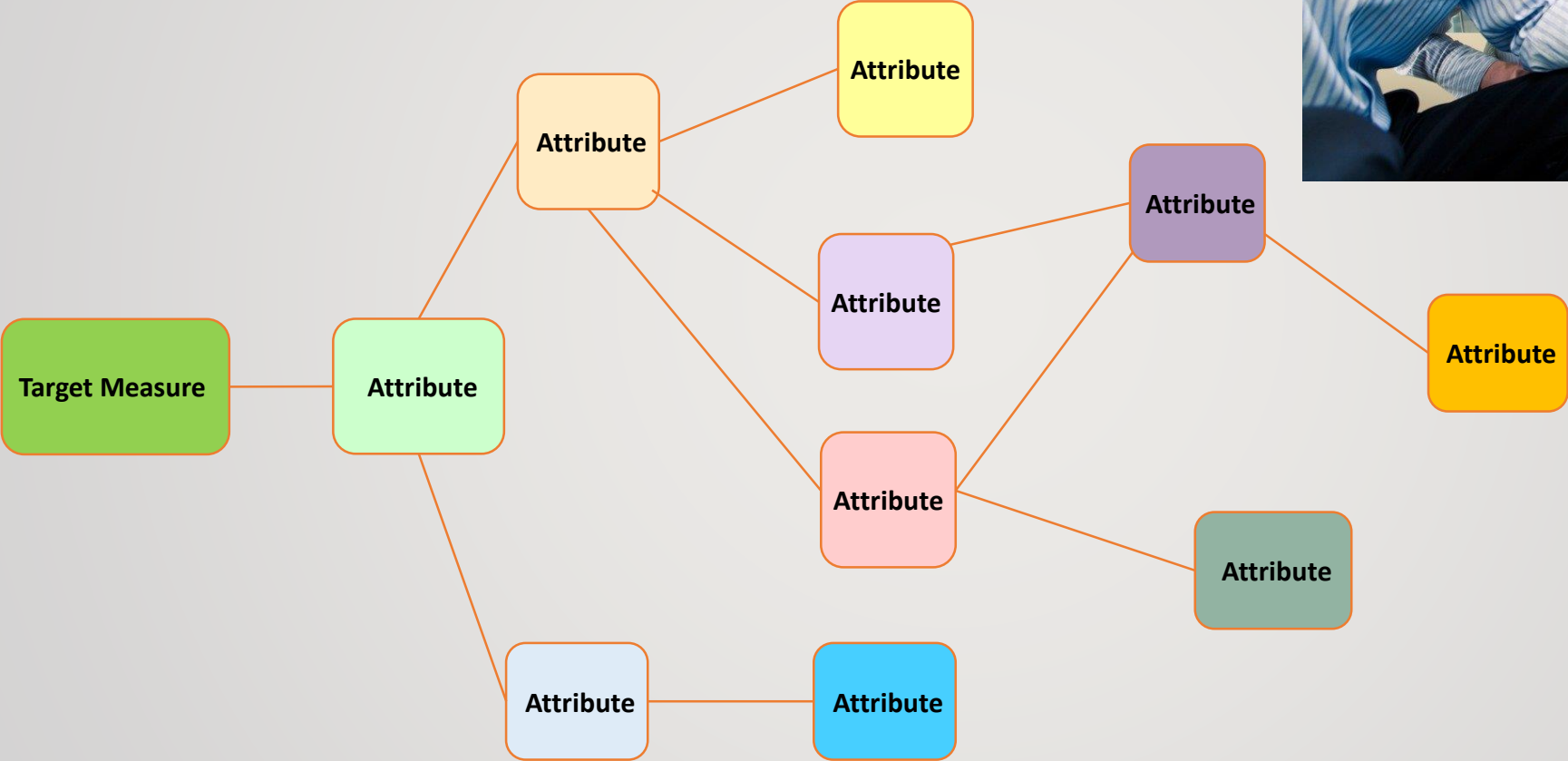
- The highest possible percentage of engagement that would be attainable if all the disengaged employees with a particular attribute become satisfied with that attribute.
- Upside is usually largest when current performance of that attribute is weak, and it is closely tied to engagement.



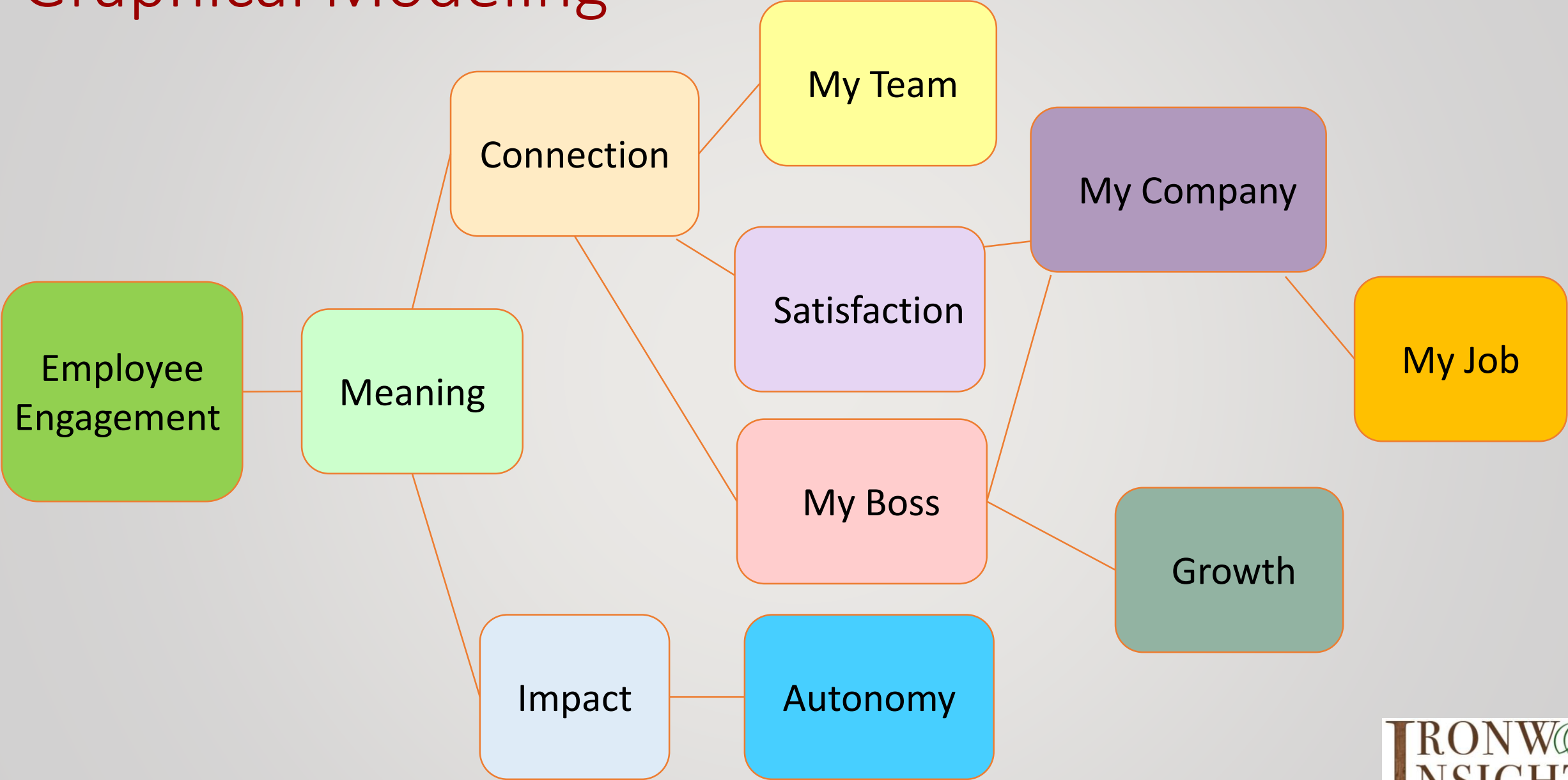
- The lowest possible percentage of engagement that would be attainable if all the disengaged employees with a particular attribute become dissatisfied with that attribute.
- Downside is usually largest when current performance of that attribute is strong, and it is closely tied to engagement.



# Graphical Modeling



# Graphical Modeling

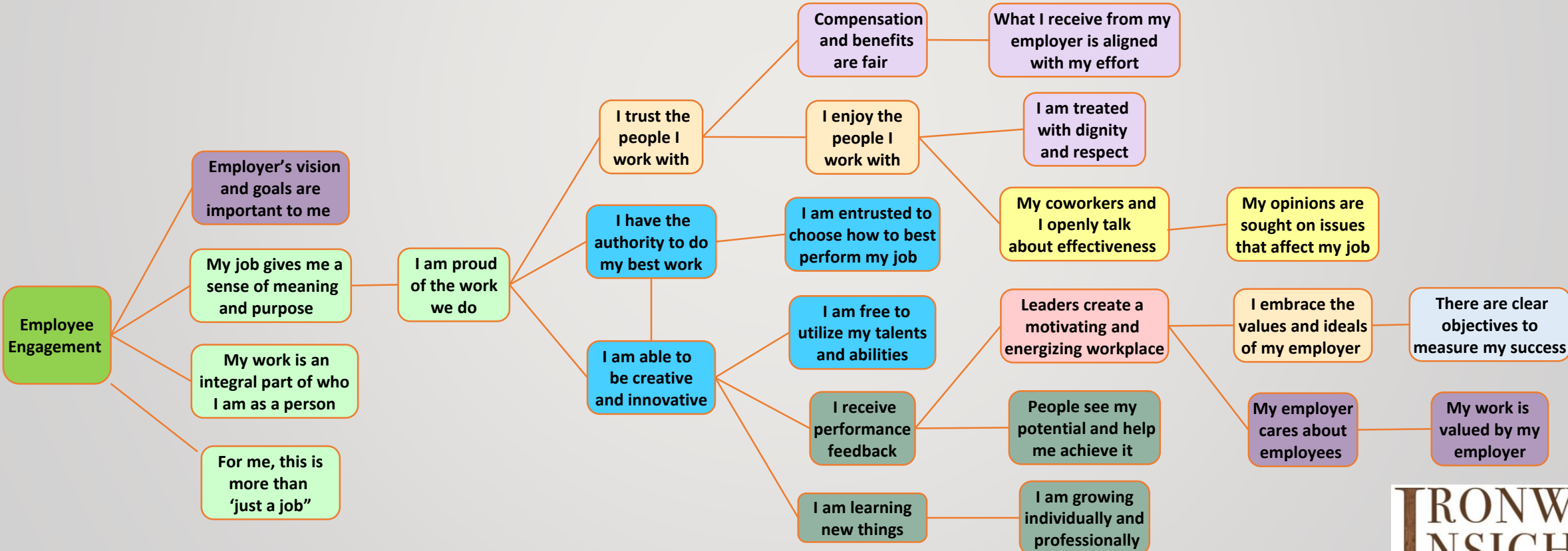




# Graphical Modeling

## Composite Color Legend

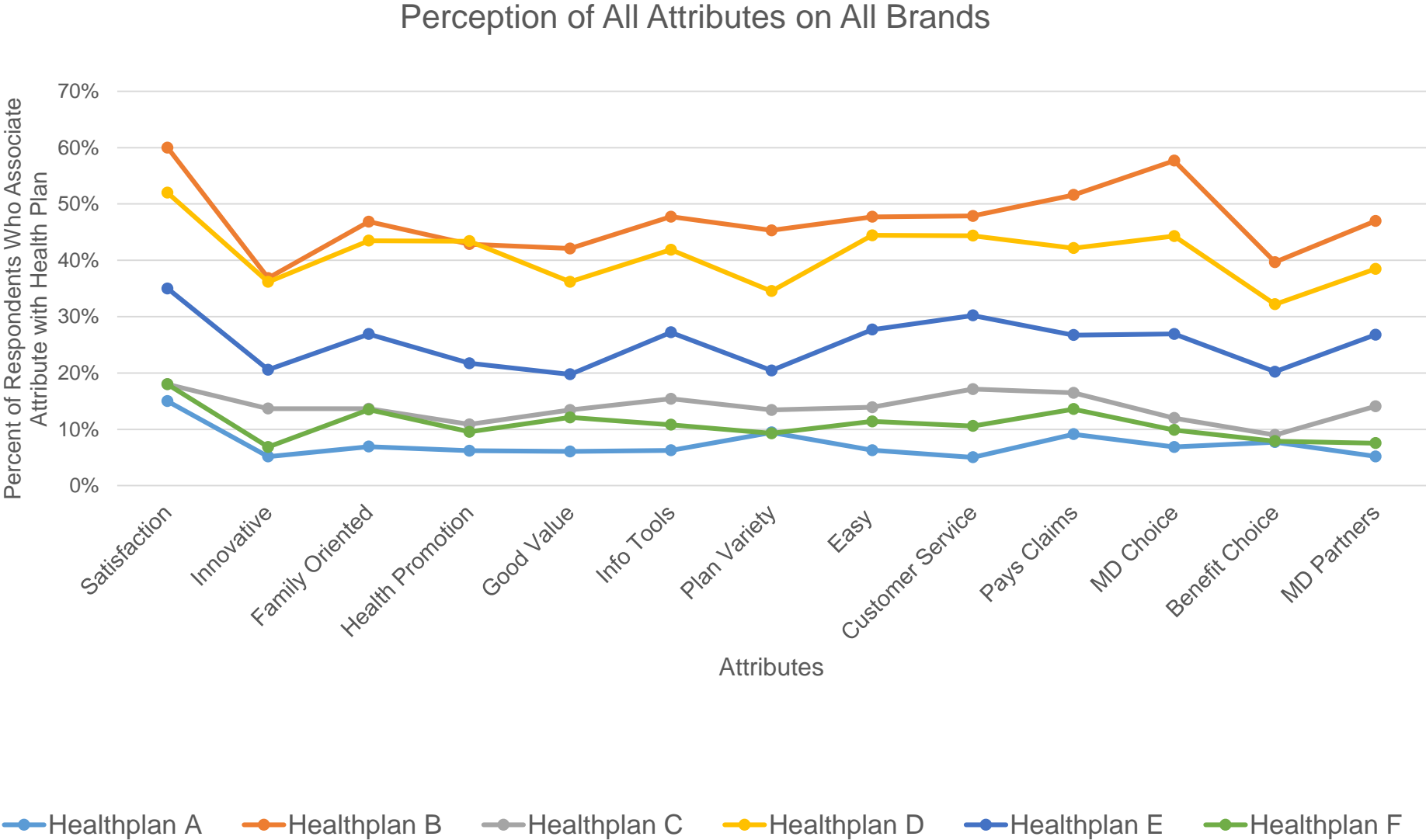
Meaning	My Team
My Company	Satisfaction
Connection	My Boss
Impact	Growth
Autonomy	My Job



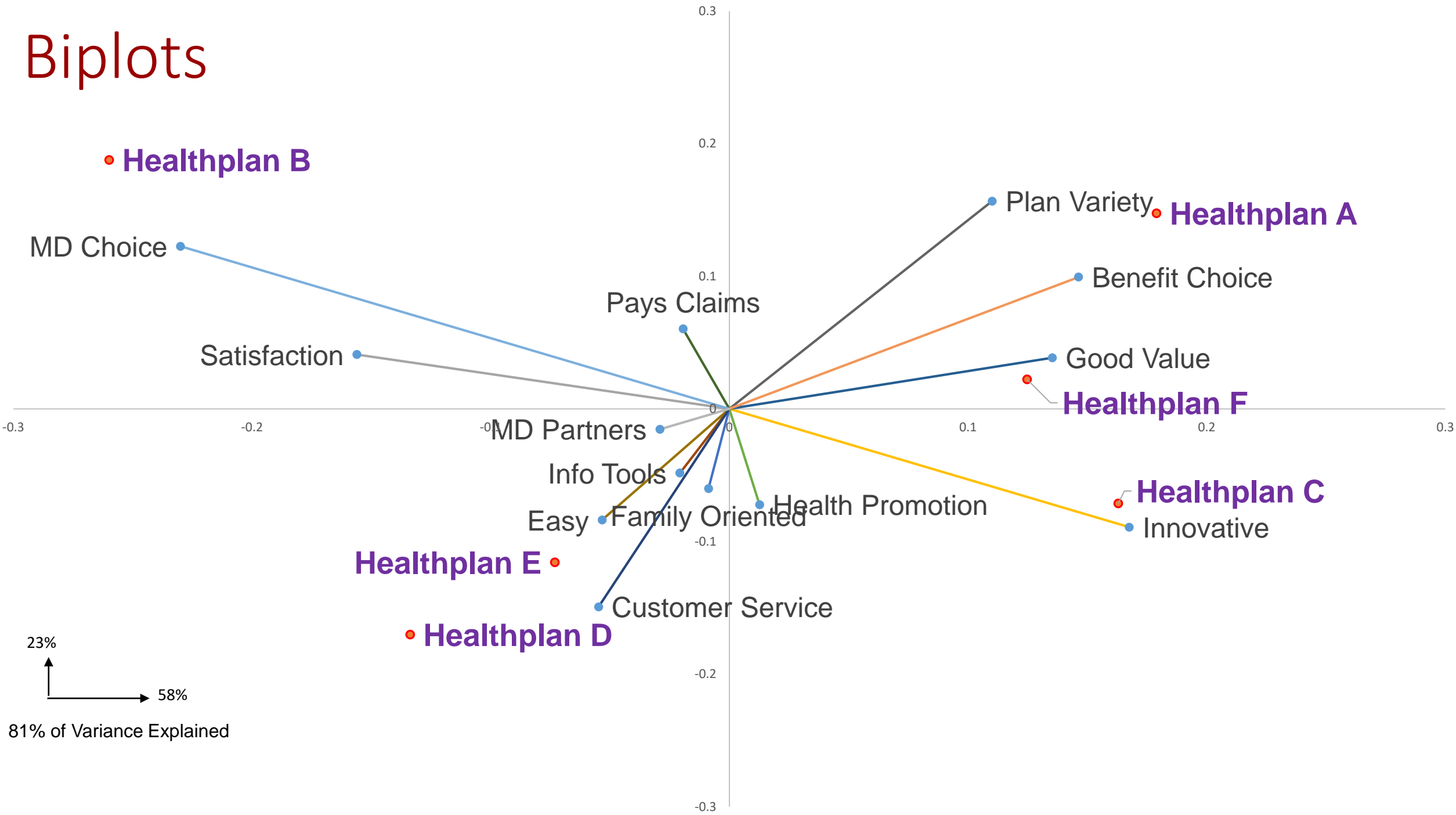
# Competitive Analysis Charting



# Simple linear charting



# Biplots





# Key Takeaways



- Don't stop with just one analytical tool
- Show your clients how to identify and prioritize improvement efforts in order to maximize engagement, loyalty or satisfaction.
- Provide your clients with a road map of the interrelationships of attributes which drive higher engagement, loyalty or satisfaction.

# Questions?

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