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The Path to Employee Engagement and Culture

Imagine yourself in a phone conversation with someone who doesn't respond to anything you say. In truth, that isn't a conversation at all; it's a monologue. Conversations, by definition, require give and take. In this scenario, the person doing all the talking would feel ignored and uncomfortable.

Now apply the same scenario to the business world as you consider your last employee survey. Unfortunately, traditional surveys are impersonal and one-sided, and lack the ability to deliver tactical insights as your employees are left feeling there is no one listening on the other end of the line.

DELAYED REACTION

Taking action on surveys can be an extremely arduous process due to the time and effort that the survey process requires. Most organizations only survey their employees once a year due to the excessive work involved, **which usually goes something like this:**

1. Create a committee to formulate the survey questions.

2. Decide how to deploy the survey

3. Inform the organization that the survey -

- is coming.

4. Send out the survey.

5. Beg, plead, and bribe for your people to complete the survey.

6. Collect the data.

7. Review the data to identify trends & insights.

8. Hold focus groups because the survey only delivered high level trends.

9. Propose action plans.

11. Get feedback on the action plans.

12. Get approval.

13. Finally take action on your action plan.

Do we have a way to measure if this works?

It's no wonder most organizations take months to go through this rigmarole. This labor-intensive process unintentionally becomes one of the causes of disconnect with your people. The greater amount of time a company takes between administering the survey and taking ac-

tion, the greater and more detrimental the impact becomes on their business.

On the other hand, according to the **O.C. Tanner 2020 Global Culture Report** making changes based on employee feedback within 30 days has the most effective results:

804% increase in the probability of feeling like the organization is great at listening to employees.

306% increase in the probability that the employees will trust the organization to do what is right, even if it causes problems in the short term.

203% increase in the probability that the employees will feel like the organization takes their ideas seriously
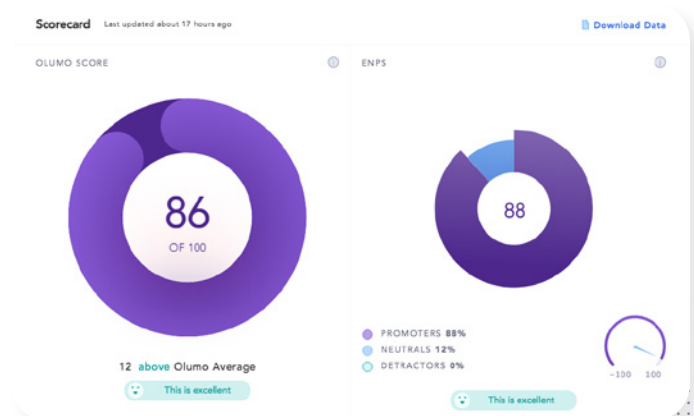
CRUCIAL CONVERSATIONS

Ranjit Jose of the Society for Human Resource Management, says, "Listening to employees, you might think, is a no-brainer. But, when you look deeper, you probably will be surprised at how little listening happens in today's workplace. In a recent poll…a whopping 64% of workers polled agreed that 'leaders making decisions without seeking input,' was their biggest problem. This is one of the largest problems companies face in the workplace."

One way that companies have tried to address this problem is through employee satisfaction surveys. However, the truth is that these surveys often come at the wrong time, ask the wrong questions, and take the wrong approach. In many cases the organization has not earned enough trust to get candid responses, so the surveys do not provide a clear understanding of the issue. As a result, any action that management might take upon receiving survey results is, you guessed it, usually wrong. Vague surveys that fail to get to the root of what is going right and wrong in your company are hardly conducive to the employee engagement you're trying to foster as a part of your corporate culture.

Q How do you feel about the quality and quantity of feedback your manager provides?

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What is Employee Engagement?

According to Quantum Workplace, employee engagement is "the strength of the mental and emotional connection employees feel toward their places of work." Think back to the scenario where you're talking, but nobody is answering. How much of a mental or emotional connection can you realistically make with somebody who does not respond to what you have to say?

Organizations talk about creating employee engagement but often miss the most important aspect: engaging your people. Engagement does not come from talking about it; you create it piece by piece, action by action, in a relationship based on trust. Engagement is a process that involves the organization and your people in working together to co-create solutions to problems and to come up with ideas about how to help your people and the organization grow.

The Costs of Engagement

If a startlingly high number of your people don't feel engaged or are considering leaving, you can see why it's crucial to get to the bottom of what they're feeling and how things are going.
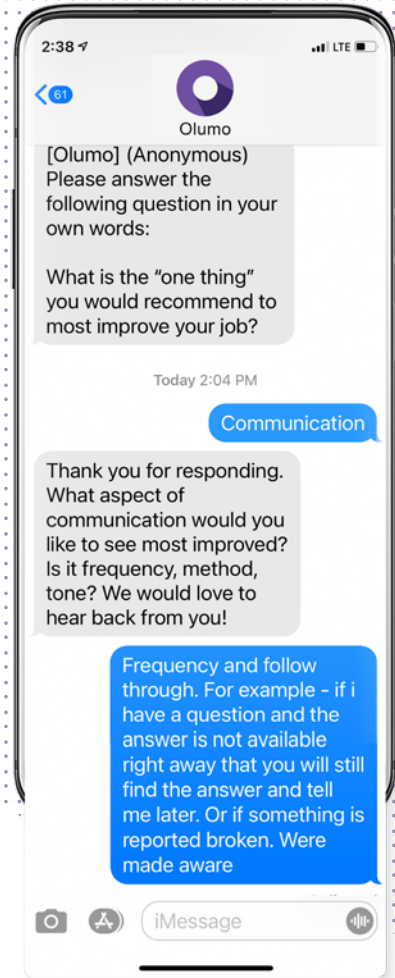
The following are some illuminating statistics regarding employee engagement:

85% of people do not feel engaged in the workplace.

81% of people are considering leaving their jobs

Low employee engagement costs companies $450-500 billion each year.

An engaging corporate culture generates four times more revenue.

Engagement, by definition, requires more than one party's involvement in the process. A one-sided survey, therefore, is not engagement, because it leaves out one half of the equation.

THE SOLUTION

The solution lies in your organization's ability to create trusted, anonymous, 2-way conversations that lead to an in depth understanding of your company's workplace experience.

The outcome of succeeding in this endeavor will be a workplace experience that your people will want to be part of, which will result in a culture that drives the business results you're looking for.

Olumo has reimagined the employee feedback process, turning it into your most valuable asset. Our data-driven, feedback-gathering process collects live human data and contextual insights to drive your decision making.

We do this by creating anonymous two-way conversations with your people surrounding their experience at work. Our Organizational Psychologists identified key aspects of their connection to your organization and categorized them in our Human Experience Campaigns.
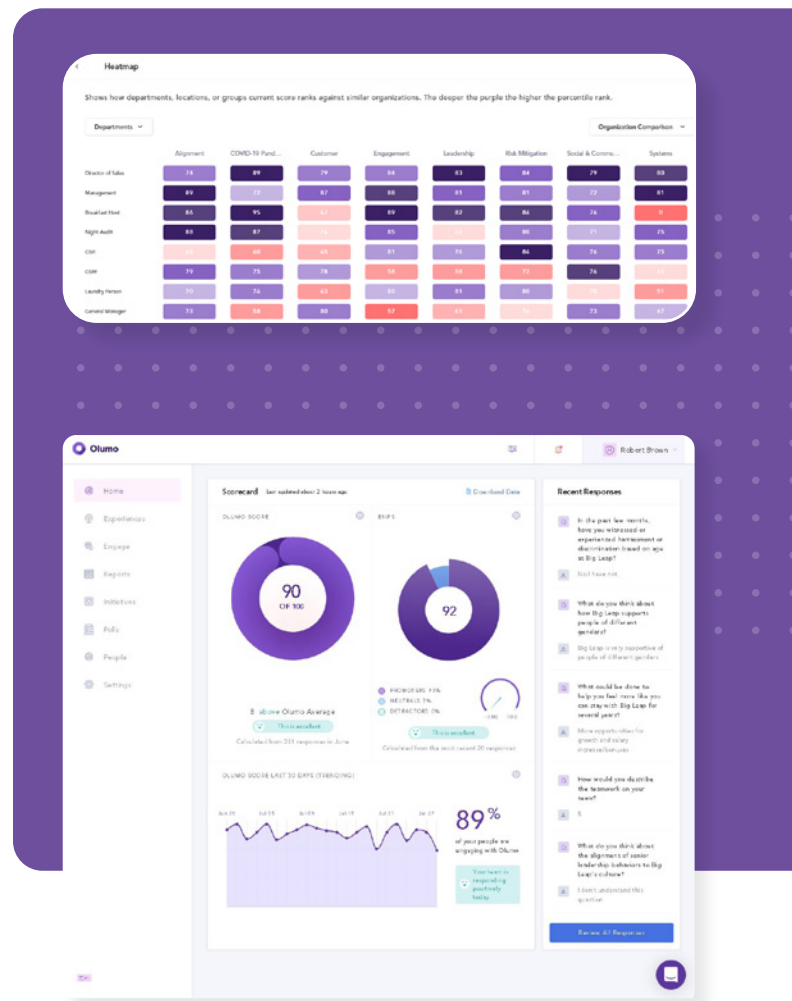
With no app to manage or install it takes just a few seconds to provide feedback. Olumo's conversational approach gatherers deep insights into what your people are thinking and feeling.

Feedback is then summarized in live, visually rich dashboards that quantify human sentiment into metrics in real time. This allows businesses to engage in continuous measurement of employee sentiment and organizational performance. The scores immediately identify where urgent action is required, while open-response feedback via two-way conversations contextualizes these numbers into actionable data.

Results of effective 2-way communication are:

- **Employee Engagement**

- **Organizational Trust**

- **Psychological Safety**

- **Alignment**

- **Identify Strengths & Weaknesses**

- **Accountability**

People don't get tired of providing feedback, they get tired of the lack of action based on their feedback. The faster you connect their feedback to action the better.

L — Listen

E — Engage

A — Action

P — Progress

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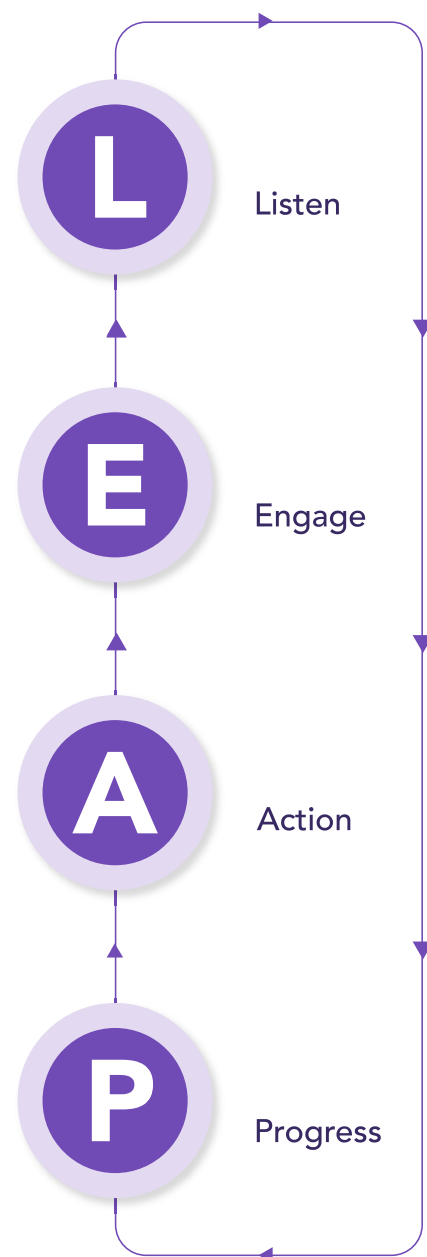
Creating Engagement = Taking Action

Now that you have a deep level of understanding, you're in position to take immediate, intentional action. Again the O.C. Tanner 2020 Global Culture Report indicates that making changes based on employee feedback within 30 days has the following results:

85% of people do not feel engaged in the workplace.

81% of people are considering leaving their jobs

85% of people do not feel engaged in the workplace.

You create engagement only by engaging your people in the process. You maintain it by having a duplicable, repeatable process for the organization to take immediate intentional action. That is why we created our secret sauce that we call Olumonation.

Olumonation goes beyond collection of key employee data. We've built a complete solution that turns employee data into intentional action to deliver desired business results. Employee Engagement comes only by engaging your people in the process. The Olumonation cycle delivers a systematic approach to effect

the data using a collaborative process with your people. This builds organizational trust and creates buy in to your most important initiatives.

See Immediate Impact with Live Feedback

Engagement and culture are created by intentional and consistent actions. Olumo is the solution to creating engagement and a creating a culture that your people will want to be part of. Learn more at www.Olumo.com

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ABOUT OLUMO

Olumo delivers tactical insights to organizations surrounding their most important asset—their people. Olumo systematically engages with organizations to deliver timely and critical human analytics and strategic insights to create The Human Experience At Work. Olumo drives business results through their proprietary L.E.A.P. process as Olumo helps organizations to Listen, Engage, take Action, and measure Progress. Olumo helps organizations become employers of choice as they become Human Experience certified and qualify for the Top Human Experience At Work Awards.

Learn more at: *www.Olumo.com*

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