

## People Survey '09 Measuring and Engaging your People in Challenging Times



**In today's uncertain times, employees are anxious about many concerns. That increased anxiety likely impacts their focus at work. Your firm's retention rate may be especially high, but your team members' engagement may not be. Measuring and engaging your people in tough times is critically important.**

### **What is employee engagement?**

The Corporate Leadership Council defines employee engagement as “the extent to which employees commit to something or someone in their organization, how hard they work, and how long they stay as a result of that commitment.” Engaged employees work harder, are more loyal, and are more likely to go the ‘extra mile’. With economic factors weighing heavily on everyone's minds today, we have a good opportunity to have high performance expectations—but we also want to ensure the commitment of our team members.

Our engagement people survey will help you better understand your employees' commitment level.

As RSM McGladrey reviewed its engagement survey results, a compelling awareness emerged: a significant causal relationship existed between employee engagement (as measured by survey questions) at a specific Economic Unit (EU) with the revenue performance of that EU. Research shows that highly engaged workforces have higher retention and customer loyalty along with being more productive and more profitable.

In 2008 Network members had the opportunity to participate in their first people survey with a focus on employee engagement, and we will be offering an engagement survey again this year. This year the survey will be conducted July 27–August 7 and include the same 48 questions and pricing as the '08 survey.

### **People Survey Benefits**

- Gain a broad picture of the engagement of your employees
- Allow team members the opportunity to offer confidential input and demonstrate open communication
- Foster positive relationships by indicating genuine concern for team members and their opinions
- Focus on drivers of engagement to direct priorities for action
- Determine if firm leaders are effectively handling people issues
- Benchmark with other Network members
- Benchmark your firm's responses with 2008 results
- Gain insight on firm-specific issues

### **Features of Basic Survey Package**

Firms will receive this survey data in spreadsheets:

- 47 survey questions and one open-ended question about improving the employee experience
- Overall data including demographic reporting by level, gender, department, and length of tenure (for at least five respondents in a group). Partner scores are reported separately.
- Favorable and unfavorable ranking of questions for entire firm
- Unfavorable ranking of questions for all demographic groups
- Survey comparison of Network and firm
- Generic webcast to provide basic understanding of engagement and interpretation

### Additional Features of Enhanced Survey Package

Firms will receive all the information included in the Basic Survey Package plus the following:

- Written report highlighting executive summary, engagement score, strengths and concerns, demographic issues, recommendations on areas to address, and guidelines on prioritizing action steps
- **Personalized web conference graphic presentation and consultation with management group**
- Personalized web conference presentation for your team members
- Ability to add four custom questions (additional cost)
- Reports and analysis for individual offices (additional cost)

### Customized Enhancements

Perhaps you have recently adopted policies, implemented programs, or are seeking feedback on issues specific to your firm. Firms selecting the Enhanced Survey can add four questions in a multiple-choice format to gauge the effectiveness of firm-specific matters.

### Interpretation and Implementation Assistance

To help understand and analyze results, a customized PowerPoint presentation is presented to the firm's partner group (enhanced option). Via webcast, we graphically illustrate your firm's strengths, concerns, engagement, and benchmark your responses to the Network as a whole—as well as provide guidance in discussing implications, addressing the level of engagement, and taking action. We follow with a presentation to your team as the outside “experts” highlighting the strengths of your firm.

### Your Investment and Our Guarantee

If you choose the basic package, your investment in People Survey '09 is just \$1,895, a small price to pay to help you better understand and engage team members. The enhanced package is \$3,100 for firms with up to 50 people and \$3,695 for more than 50 team members. Adding up to four custom questions is \$500, and each individual office report is \$500. *We guarantee the value of the survey will equal or exceed your investment.*

### How do we sign up?

Complete the attached form and return to Joy Reutter ([joy.reutter@rsmi.com](mailto:joy.reutter@rsmi.com) or fax 309.673.9852) by Tuesday, June 30.

### Questions?

Please contact Joy Reutter at 800.537.7188.



# People Survey '09

Please indicate your firm's participation in People Survey '09 by completing and returning this form by Tuesday, June 30. Thank you!

Our firm will participate in the **Basic People Survey**.  
We have \_\_\_\_\_ team members including partners.

Our firm will participate in the **Enhanced People Survey**.  
We have \_\_\_\_\_ team members including partners.

Please list your office locations and number of team members as well as whether or not you would like individual office reports.

Location	Number of Personnel Including Partners	Check for Individual Office Report (enhanced only)

### Enhanced Survey Option

We would like to add custom questions. Please contact me.

People Survey contact to receive correspondence \_\_\_\_\_

Managing Partner Signature \_\_\_\_\_

Firm \_\_\_\_\_

Date \_\_\_\_\_

Please return to Joy Reutter (fax 309.673.9852 or joy.reutter@rsmi.com) by Tuesday, June 30.