



BEYOND EMPLOYEE ENGAGEMENT

Executives place a good deal of emphasis on employee engagement, and rightfully so. Engaged employees are absolutely necessary for your business to be successful. But all too often, employee engagement initiatives (and measurements) are poorly conceived. Since the drivers of employee engagement are not identical to the drivers of business results, attempting to maximize employee engagement can actually take your business in the wrong direction. Organizations need to be sure to focus on initiatives that improve employee engagement while also driving the bottom line.

Solutions Tailored To Your Business:

McBassi provides a powerful suite of tools that are customized to your needs in order to identify the unique drivers of employee engagement at your organization and link them to business results. We are leaders in human capital analytics, with decades of experience and a depth of knowledge that enables us to link the people side of your business to your organization's key performance indicators. Our assessment tools will help your organization make breakthrough discoveries by taking the guesswork out of the people side of your business.

Analytics--The McBassi Advantage:

Our flagship organizational assessment tool, the McBassi People Index[®] (MPI), takes you beyond benchmarking—to actionable insight about the unique human drivers of your business results. We go way beyond standard one-size-fits-all measures of engagement, so that we can identify the unique levers that your organization can use to improve both engagement and business results. We use a smarter employee survey and statistically link the human capital measures that emerge to your business results. Other analytic tools will tell you where you've been; only the MPI will tell you where you're going.

Our Experience:

In an analysis of four large retail banks, we discovered that, despite the similarities in the four institutions, the drivers of employee engagement differed significantly between each of them. Further, there was virtually no overlap between the human drivers of their business results and employee engagement. Focusing on benchmarking was costing the banks precious time and resources; they needed instead to be identifying their own unique drivers of engagement.

Additional Information

[Beyond Employee Engagement:](#) Why engagement is the wrong thing to focus on and why optimizing, not maximizing, is the key to an organizations success.