

# Engagement Index

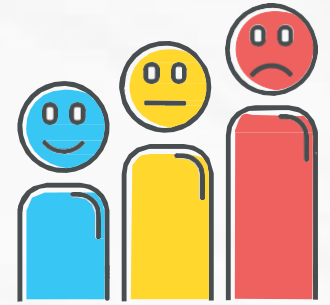


# CURRENT STATE

Ineffective managers either leave employees without clear direction or goals or they may set clear goals but bully employees to achieve them. If these drives employees away, the company suffers.



## ➤ The Standard Reactions



“People join organizations but leave managers”

Reassuring employees "You are the most important part of the [organization]" and getting them managed by inefficient supervisors/managers.

“If we have inefficient and inept supervisors, take them out of the job immediately.”

[Some] leaders often whine to me, "There are no good people out there." Or they say, "Good people are hard to find." I say, "There are plenty of good people out there; they're just not working for you."  
- Jeffrey Gitomer

- ▶ **Employee Satisfaction Surveys** don't measure Manager Connect Ability.
- ▶ **360 Degree** format inadequate to gauge the managers ability to motivate & retain team members.
- ▶ No real time survey format available which will enable employees to share their feelings about their managers on regular basis.
- ▶ No framework available which will measure as well as check the action planning post surveys
- ▶ No Dashboard available for CXO to measure the performances across organizations.



# CHALLENGES

# SCIENCE

## 1. The WHAT

The Organization

The Manager

*The focus is on identifying the 'Areas of Focus' which need attention*



# The Organization

**Engagement Index (EI)** captures the strength of relationship between the organisation and employees on various dimensions besides focussing on organisation engagement dimensions of **Connect and Delight** .

- *Team Synergy*
- *Work Design*
- *Communication*
- *Recognition*
- *Opportunity to learn*

$$f(c) \wedge f(d) = f(e)$$

- *Career Growth*
- *Brand & Credibility*
- *Organization Culture*
- *Leadership*
- *Trust*

- Each dimension of **Connect and Delight** has 2 questions and these question have a 5 level scale.



# The Manager

**Engagement Index (EI)** captures the strength of relationship between manager/supervisor and employees on various dimensions besides focussing on organisation engagement dimensions of **CONNECT**.

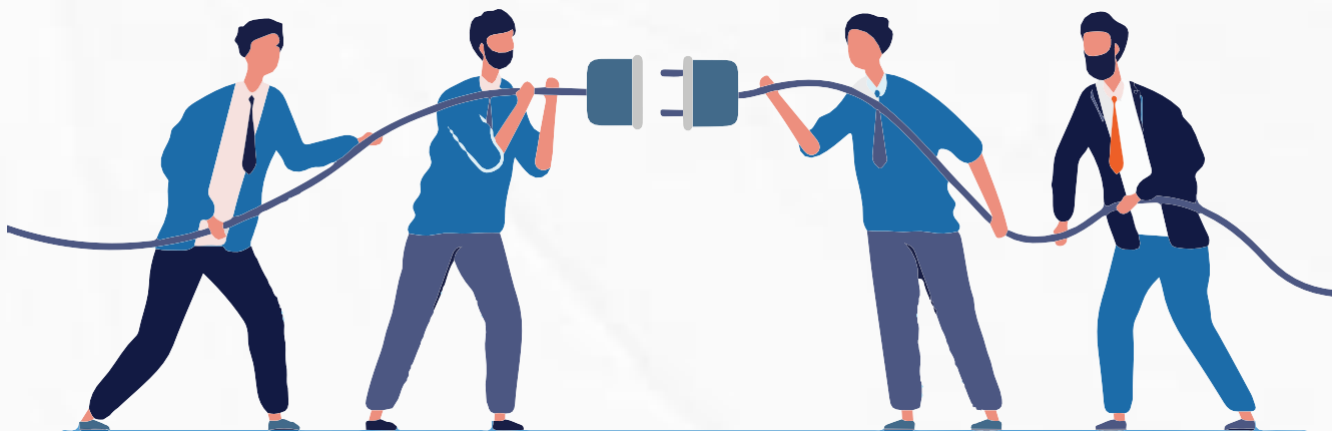
C- Coaching	4
O- Open	3
N- iNspire	3
N- Next Goals	2
E- Exhibit Respect	2
C- Communication	1
T- Talent Leadership Style	1

- Each dimension of **CONNECT** has 2 questions and these question have a 4 level scale.
- To avoid any pattern based response, the 14 questions and their levels are randomly picked.
- **Talent Leadership Style** has Four Leadership Styles-(Naïve, Nurturing, Directive, Detached).
- For ease of understanding the term 'Manager' is used in masculine form. It does not indicate any gender bias.



## ➤ Engagement Index— Questionnaire

- Robust Questionnaire based on Connect & Delight frame work and CONNECT dimensions.
- Empirically validated over three years based on employee engagement learnings.
- Simple to understand and relatable.
- Extensively covers all aspects influencing manager and employee connectedness.



### The Purpose

Identifies the areas of focus which need attention.

### The Organization

Online Questionnaire  
20- 25 Questions  
Online Analysis  
Recommendations

### The Manager

Online Questionnaire  
14 Questions  
Online Analysis  
Action Plan

**SCIENCE**

# SCIENCE

- C-** My manager as a **coach** facilitates in identifying my strengths and weaknesses. As a coach, he guides and directs me whenever required.
- O-** My manager is **open** in his approach. He is fair and transparent in his decisions.
- N-** My manager stands up and takes accountability for the team and  
**N-** displays **consistency** in his thoughts and actions (walk the talk).
- E-** My manager clearly defines my goals. While setting the goals, he discusses with me and **ensures** that goals are challenging as well as realistic.
- C-** My manager displays respect and **cares** for me . He respects my ideas and thoughts and is considerate about my individuality. He exhibits appreciation for good work.
- T-** My manager spends **time** and listens to me. He also shares feedback from time to time.





- ▶ **Product & Product as Service**  
**Engagement Index** can be acquired as a product, wherein all the control is with the client or can be acquired as a combination of product and service where we run the product for the client.
- ▶ **Research Based Questionnaire**  
**Engagement Index** questionnaire is empirically designed to uncover honest feedback from team and to proactively turn issues into conversations and conversations into solutions before problems become apparent.
- ▶ **Auto Pilot-Self Sustained**  
After triggering the survey the tool works on its own without any intervention.
- ▶ **Intelligent**  
An Intelligent tool with dashboards.
- ▶ **Cloud Based**  
The solution is cloud based with no investment on hardware or software.
- ▶ **Pay as You Use**  
SaaS based model where subscription approach is used wherein the charges are based on usage besides a basic retainer fee to ensure minimum usage

# SOFTWARE





## Conduct the Survey

Survey is triggered based on our structured questionnaire segregated into managerial (standard) and organizational (customizable) sections encompassing all the seven dimensions of **CONNECT** factors.

## Reports

Around 50+ kinds of reports are generated based on the feedback and responses captured through the survey. **Organizational and Managerial** two types of reports are generated. Organization level reports can be prepared manually and shared only with senior management, whereas manager level reports are online/automated reports which can be viewed upon logging in.

## Dashboards

Dashboard analytics get triggered to analyse data and draw inferences and make necessary recommendations encompassing the dimensions of **push and pull** factors. Simple and insightful graphs are used to give a perception of live and real time. Detailed notes are available below for ready reference.

# BLUEPRINT

# BLUEPRINT

## Resource Bank

A repository of handpicked **articles/learning interventions** are uploaded on the application. Based on the scores system recommends the articles/learning interventions to improve employee engagement.

## Recommendations

The system proposes to individual managers based on their scores. The recommendations are crisp and practical in nature.

## Action Plan

Managers are given a provision to set action points against them which also allows them to track the same regularly. Each action point will have an end date which in turn will notify the manager from time to time.

## Tracker & Feedback

At the end of a fixed period the team members/ associates can go back share their feedback on action plan anonymously (happy/not happy).



### **Classify Line Managers**

Helps management by ranking the top and bottom 3 managers wrt the current vs past rank and position in the organization across verticals and departments.

### **Accountability Between Line Manager and HR**

Clearly distinguishes accountability between line manager and HR on a managerial and organizational perspective on decisions of attrition and engagement.

### **Empowers Line Manager**

Our product enables line managers to **self-introspect** and identify where they are strong and reorient themselves where further insight is required. When this is combined with recruitment optimization, HR drive strategy and better business outcomes through talented and engaged people.

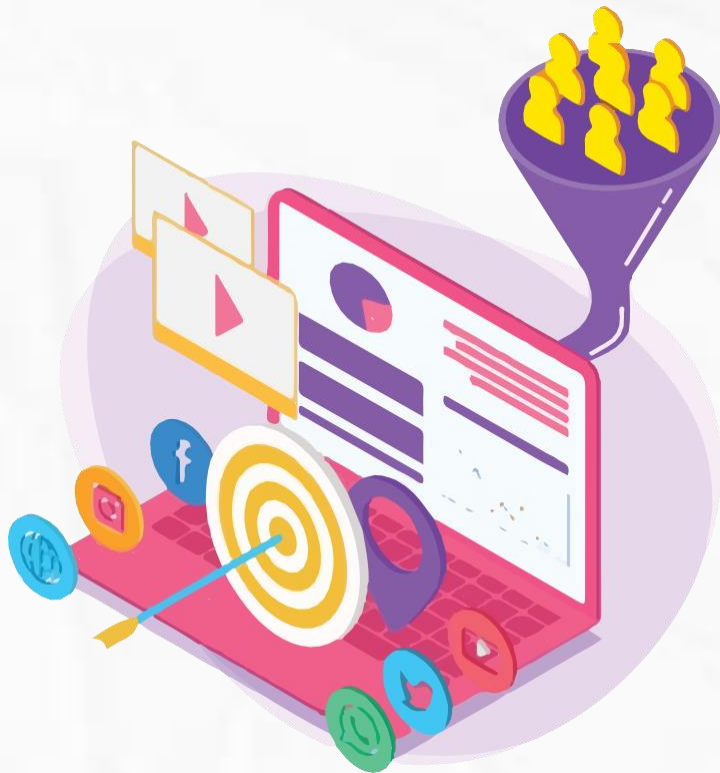
### **Creation of Action Plan**

Managers can create their own measurable goals. The system enables managers to set action points against them, decide deadlines on everyday delivery and track them regularly.



# KEY FEATURES

# KEY FEATURES



## Report Variants

A wide variety of (50+) reports are offered completely free of cost. Further analysis of any specific data is accountable. Different data can be integrated on the same page, displaying various business indicators to achieve **multi-dimensional analysis** of data.

## Survey

Survey is ideally triggered once in a year. It is a 3 year process (3 surveys in 3 years). Ideal duration from one survey to another survey – 9 to 12 months.

## Develop Managers to Personalize Employee Development

myManager Connect can help evaluate the managers' development strategy to assess gaps and build connected managers.

## Power the Team for Peer Development

Can help teach managers to build an environment to foster peer-to-peer learning across verticals and departments.

○ CEO

○ Head HR

○ HOD

• Manager

○ Associate

**Scope:** Managers can view his/her engagement index scores as a team and can also view reports of his/her supervisors engagement index to whom he/she reports to, as an associate.

**Types of Reports:**

- ▶ Manager Engagement Index
- ▶ Participation Index Trend (past Vs. current)
- ▶ Participation Index Trend of each parameter
- ▶ Manager Leadership Style (past Vs. current)
- ▶ Team Feedback Participation Percentage
- ▶ Manager Rank (w.r.t Rank Position in Organization & Rank Position in Department)
- ▶ Highest Gain Vs. Lowest Gain
- ▶ Analysis on Past Vs. Current on department Engagement Index
- ▶ Organizational Engagement Index Trend (past Vs. current)
- ▶ Manager Engagement Index Trend (past Vs. current)

# TYPES OF REPORTS



- CEO
- Head HR
- HOD
- Manager
- Associate

**Scope:** The head of departments/verticals can able to view reports at an department/vertical level which includes overall department/vertical engagement index to all the individual managers who fall under their respective department/vertical. Also as an associate he/she can view their reporting managers engagement scores.

#### Types of Reports:

- ▶ Department Engagement Index
- ▶ Department Participation Index (past Vs. current)
- ▶ Department Index of each parameter
- ▶ Department Leadership Style (past Vs. current)
- ▶ Top and Bottom 3 Managers (w.r.t rank position among organization & rank position in past)
- ▶ Highest Gain Vs. Lowest Gain
- ▶ Analysis on Past Vs. Current on Department Engagement Index
- ▶ Department Engagement Index Trend (past Vs. current)
- ▶ Organizational Engagement Index Trend (past Vs. current)



# TYPES OF REPORTS

- CEO

**Scope:** The CEO/CMD can access reports of myManager Connect across levels including organizational, departmental and even at individual managerial level.

- Head HR

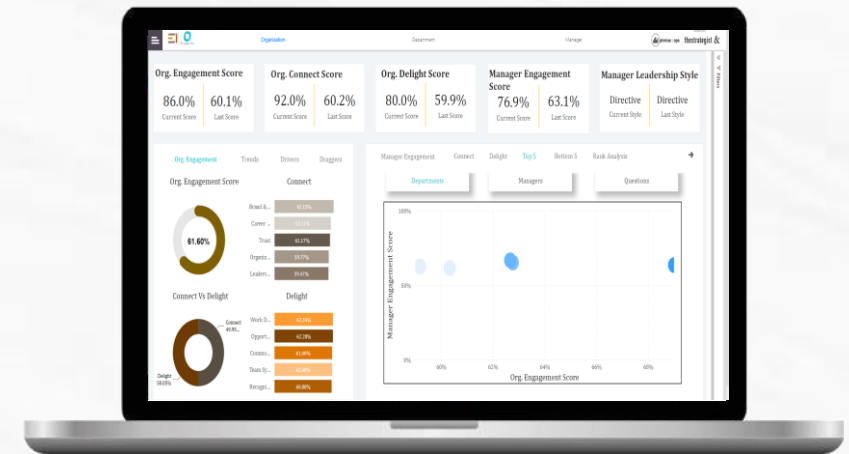
**Types of Reports:**

- ▶ Organizational Engagement Index
- ▶ Organizational Participation Index (past Vs. current)
- ▶ Organizational Index of each parameter
- ▶ Organizational Leadership Style (past Vs. current)
- ▶ Top and Bottom 2 Departments (w.r.t management engagement Index)
- ▶ Top and Bottom 7 Managers
- ▶ Highest Gain Vs. Lowest Gain
- ▶ Analysis on Past Vs. Current on Organizational Engagement Index
- ▶ Analysis on Past Vs. Current on Organizational Index of each Parameter
- ▶ Parameter that has gained most and lost most when compared to its past engagement index
- ▶ Department Engagement Index Trend (past Vs. current)
- ▶ Organizational Engagement Index Trend (past Vs. current)
- ▶ Managers Engagement Index Trend (past Vs. current)

- HOD

- Manager

- Associate



# TYPES OF REPORTS





# hr magic box features



Mobile- Desktop: The survey can be accessed through mobile/desktop. Triggered by SMS & Email



Auto-Pilot: The tool is designed to auto-trigger the survey through HRIS at the scheduled timelines after the 1st survey triggered



Cloud based: The tool is based on Cloud and you don't need to invest anything on the hardware and software.



Confidential: Coded survey links which protect the identity of the participant and prevents fraud of forwarding etc.



Flexibility 2 trigger: The Admin (HRBP) has the flexibility to trigger any one | multiple dimensions based on the situation.



Subscription: Subscription model, where in the changes are based on usage beside a basic retainer for minimum usage guarantee.



hr magic box  
portfolio

V O I C E

Post Interview Feedback

LEAVERS DNA  
E : X : T

Exit Interview



Onboarding & Induction



Happiness Index (Mood Meter)



Engagement Index

R : T : E

Training Effectiveness



Millennial Connect Index



Employee Lifecycle Experience



Collaboration Index



Audience Listening Profile



Growth & Development



Our Proud Partners in the Journey so far . . .

**Outsource : Exit Interviews**



*A leading provider of investor communications, technology-driven solutions, data and analytics partnered for outsourcing Exit Interviews for 12 mths*

**EXIT: Exit Interviews**



*One of the world's largest travel technology company partnered for conducting Exit Interviews*

**Outsource : Voice of Candidate**



*A leading provider of investor communications, technology-driven solutions, data and analytics partnered for outsourcing Voice of Candidate for 12 Mths*

**HI : Happiness Index**



*A leading provider of product and services partnered for evaluating the mood of the organization in terms of engagement*

**myManager Connect**



*A leading IT services provider partnered for evaluating level of employee engagement and manager connect*

**myManager Connect**



*A leading provider of product and services partnered for evaluating level of employee engagement and manager connect*

**Technology : Engagement**



*World's leading mechanical engineering company into the automation and IoT business partnered for designing employee engagement framework*

**Wellbeing : SoS - Secretes of Success**



*India's leading fabric and fashion retailer, partnered for building awareness among its employees on wellbeing and stress management*

**Engagement : myManger Connect**



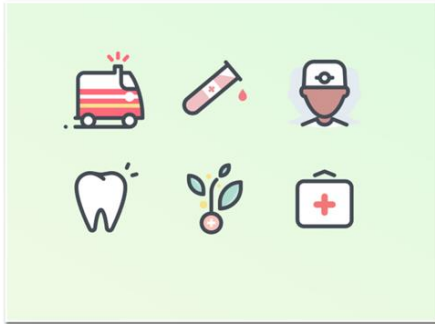
*A leading industry partner for India's space program, responsible for putting Indian on Moon, partnered for assessing engagement levels among the employees*

**Advisory : Psychometrics for Hiring**



*India's leading chain of restaurant known for Hyderabad Biryani partnered for building psychometric assessments based on Visuals*

**Technology : OKR Dashboard**



*India's leading Not for Profit agency which focuses on Transforming Primary Healthcare Delivery Systems partnered for designing an technology tool for real-time dashboard based on OKR*

**Coaching: My IDP**



*One of the world's largest Packaging company partnered for coaching their employees*

**Technology : OKR Dashboard**



*An international energy and water company operating in 11 countries partnered for designing an technology tool for real-time dashboard based on OKR*

**Learning : Coaching**



*World's leading analytics company partnered for coaching its future leaders in the HR domain*

*The above are a select few clients, for more about them or other clients, reach us,*

**muchmore**

helpdesk@hrmagicbox.in



member firm  
**thestrategist &**  
*decoding the people science*

