



Case Study

Employee Engagement Survey



Enhancing Employee Engagement through an Engagement Survey How Freyssinet successfully improved employee engagement and overall business performance through the implementation of an engagement survey. The survey was conducted as part of a broader coaching program aimed at enhancing team alignment and managerial skills within the organisation.

Background:

Prior to the engagement survey, the company's leadership team identified a lack of alignment and communication within the organisation. This led them to seek group coaching to address these challenges and improve team dynamics. As part of the coaching program, the decision was made to conduct an engagement survey to gather feedback from employees and identify areas for improvement.

Objectives:

1. Gather feedback from employees regarding their perceptions of the company and its leadership.
2. Identify areas of improvement in employee engagement, communication, and overall satisfaction.
3. Enhance employee morale and motivation.
4. Strengthen the employee-manager relationship.
5. Improve business performance through targeted actions based on survey results.

Methodology:

The engagement survey was conducted using an external company, Epiphany, to ensure objectivity and gather unbiased feedback. The survey was designed to capture employee perceptions on various aspects of the company, including communication, leadership, work environment, and opportunities for growth. The survey was administered to all employees, and responses were collected anonymously to encourage honest feedback.

Results and Actions Taken:

The engagement survey yielded valuable insights and feedback from employees. While the overall feedback was positive, several areas for improvement were identified. One of those key areas identified for improvement was a lack of training in interviewing and recruitment for the company's managers, leading to sub-par hires and potential performance issues.

Based on the survey results, the company took the following actions:

1. **Implemented face-to-face interview training for managers:** Recognising the need for improved interviewing skills, the company organised training sessions for managers to enhance their recruitment and interviewing techniques. The training was conducted by Epiphany and focused on effective interview strategies, candidate evaluation, and consistency in the hiring process.
2. **Increased communication and transparency:** Employees expressed a desire for more information about the company's plans and initiatives. In response, the company upgraded its internal communication channels, increased the frequency of company updates, and encouraged managers to share relevant information with their teams.
3. **Emphasised employee involvement and feedback:** The survey highlighted the importance of involving employees in decision-making processes and valuing their

input. The company implemented regular feedback sessions, where employees could share their ideas, concerns, and suggestions for improvement.

4. **Strengthened leadership team alignment:** The coaching program, including the engagement survey, helped the leadership team recognise the importance of working together as a cohesive unit. They developed a shared purpose, values, and behaviors, which contributed to improved team dynamics and decision-making.

Outcomes and Impact:

The initiatives undertaken based on the engagement survey results had a positive impact on employee engagement, morale, and overall business performance. Employees felt more heard and valued, leading to increased motivation and productivity. The improved communication and transparency fostered a sense of unity and alignment within the organisation. The training provided to managers enhanced their interviewing skills, resulting in better hiring decisions and improved retention rates.

Conclusion:

The engagement survey served as a catalyst for positive change within Freyssinet. By actively listening to employee feedback and taking targeted actions, the company successfully enhanced employee engagement, communication, and overall business performance. The case study highlights the importance of regular feedback, training, and transparent communication in creating a positive work environment and driving organisational success.

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