



DataNow®

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GROUP

# 2018 Employee Engagement Study



January 2018

# About this DataNow® Snapshot

DataNow® Snapshots provide highlights of Brandon Hall Group research and illustrate how the data can be filtered by organization size, revenue, corporate performance, and more, using DataNow®, Brandon Hall Group's proprietary HCM research tool. This Snapshot features data from the 2018 Employee Engagement Study.

## 2018 Employee Engagement Study

Brandon Hall Group's 2018 Employee Engagement Practices Study explores leading practices and trends, drivers of engagement initiatives, how organizations assess employee engagement, and the impact of engagement practices and HCM technology.

Highlights include:

- The most-cited, main drivers for establishing engagement strategies and initiatives are: to enhance the organization's culture (72%), to improve overall organizational performance (66%), and to encourage teamwork/collaboration (56%).
- The top ways in which organizations assess employee engagement levels are: engagement/climate surveys (68%), exit interviews (50%), and performance reviews (48%).
- Many organizations have seen an increase in employee engagement levels due, at least in part, to these HCM technology solutions: coaching and mentoring (56%), rewards and recognition (51%), and wellness/well-being (49%). Note this is only among organizations that have these HCM solutions.

For more information on DataNow® and how to subscribe, visit  
<http://datanow.brandonhall.com/>

# Demographics - 2018 Employee Engagement Study

**302** Total Responses

 **32** Countries

- **80%** US/Canada
- **14%** EMEA
- **4%** APAC
- **2%** Carribean/South America

 **37** Industries

Top 5: Technology/software, Consulting/Business Services, Healthcare, Education, Government/Non-Profit

## Small, Mid-Size, and Large Organizations



- 19%** Executive/Senior Leaders
- 16%** Learning/Leadership Development professional
- 16%** Head of Learning/Leadership Development
- 15%** HR/Talent Management/Talent Acquisition professional
- 14%** Head of HR/Talent Management/Talent Acquisition
- 8%** Business Unit/Operations Manager
- 8%** Individual Contributor
- 4%** Technical/Production

# Definitions - 2018 Employee Engagement Study

\*Small Organizations: Under 500 employees

\*\*Mid-Size Organizations: 500 - 4,999 employees

\*\*\*Large Organizations: 5,000+ employees

^High-Performance Organizations: Responding organizations that indicate their Key Performance Indicators increased over the past year.

# Research Highlight

These research results, downloaded from DataNow®, are available online and can be filtered by organization size, revenue, industry segment, and geography. Some filtered results are shown in the following slides.

To see more, contact us at  
[success@brandonhall.com](mailto:success@brandonhall.com)



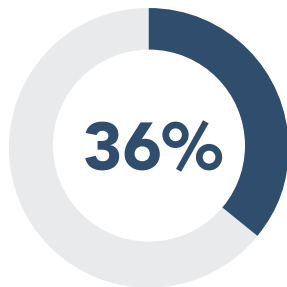
# Questions - 2018 Employee Engagement Study

- **Which of the following comes closest to describing your organization's commitment to engagement?**
- **What are the main reasons your organization has developed employee engagement strategies, programs, and/or activities?**
- Which of the following statements comes closest to describing how employees at your organization view engagement?
- What is the level of employee engagement among these generational groups?
- What is the level of employee engagement for these key employee groups?
- How does your organization assess employee engagement levels?
- Of all the ways in which your organization assesses employee engagement, which are the most effective?
- How involved are the following roles in managing employee engagement initiatives?
- How frequently does your organization measure engagement among new hires (first year of employment)?
- How frequently does your organization measure engagement among all experienced employees (working one year or more at organization)?
- How does your organization use the results from your engagement surveys?
- **How valuable are each of the following activities for your employee engagement efforts?**
- Overall, what has been the impact of the following HCM technology solutions on employee engagement levels over the past year?
- How important are each of the following functionalities when considering the purchase of an engagement technology solution?
- **Approximately what percentage of your overall HR or Talent Management budget is dedicated to employee engagement (including technology)?**
- How do you expect your total employee engagement budget (including technology) to change from the current fiscal year?
- What percentage of your employees achieved at least 90% of their individual goals last year?
- **Approximately what percentage of your employees are considered highly engaged with your organization?**

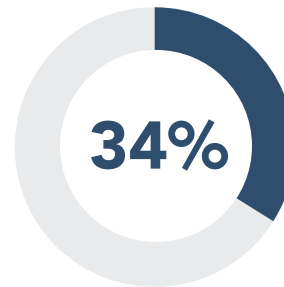
The data from the questions highlighted in green are featured on the following pages. Each Brandon Hall Group research study contains a standard set of demographic questions used to filter and segment data. For more information on how to access this entire study, e-mail [success@brandonhall.com](mailto:success@brandonhall.com).

# Which of the following comes closest to describing your organization's commitment to engagement?

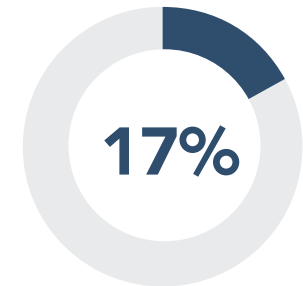
## Overall



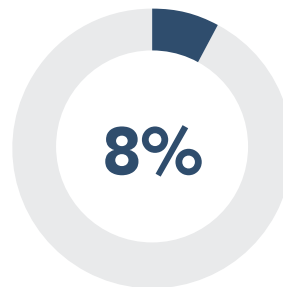
Engagement is a strategic priority, but it is not linked/applied to employee performance



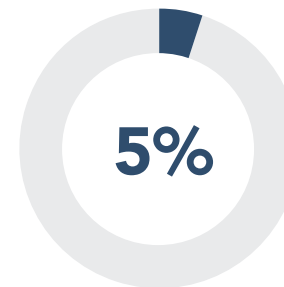
Engagement is a strategic priority linked/applied to employee performance



Engagement is conducted on an ad hoc basis



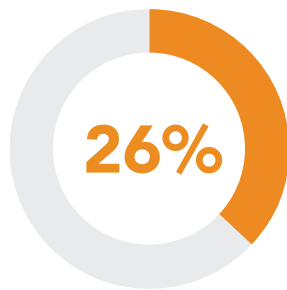
Engagement is not currently a priority but will be in 12 months



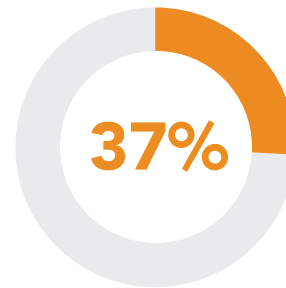
Engagement is not a priority, and there are no plans to make it a priority

# Which of the following comes closest to describing your organization's commitment to engagement?

## Small Organizations (Under 500 employees)\*



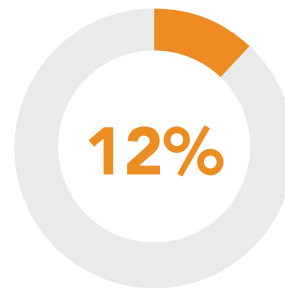
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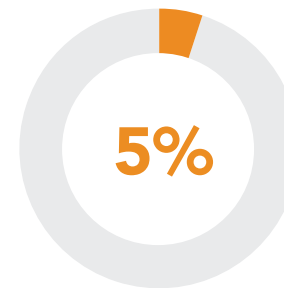
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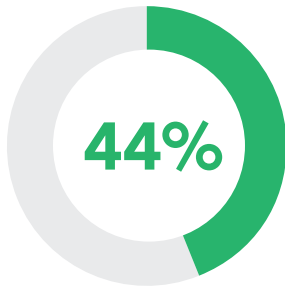
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*Descriptors for the data segments can be found on page 4.*

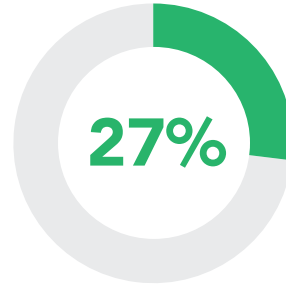


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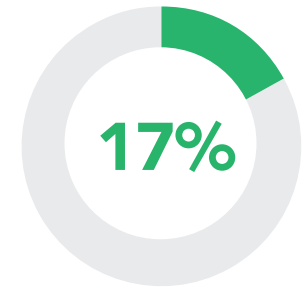
## Mid-Size Organizations (500-4,999 employees)\*\*



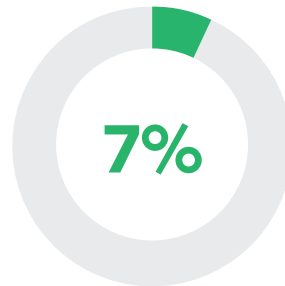
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Engagement is a strategic priority linked/applied to employee performance



Engagement is conducted on an ad hoc basis



Engagement is not currently a priority but will be in 12 months

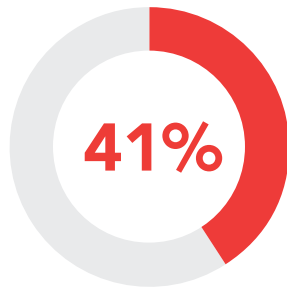


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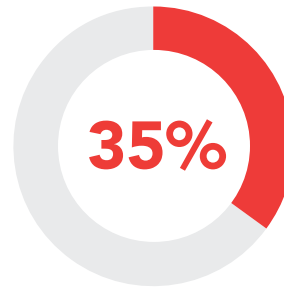
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# Which of the following comes closest to describing your organization's commitment to engagement?

## Large Organization (5000+ employees)\*\*\*



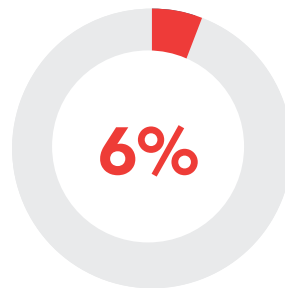
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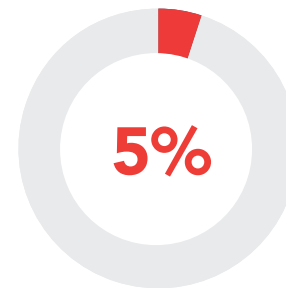
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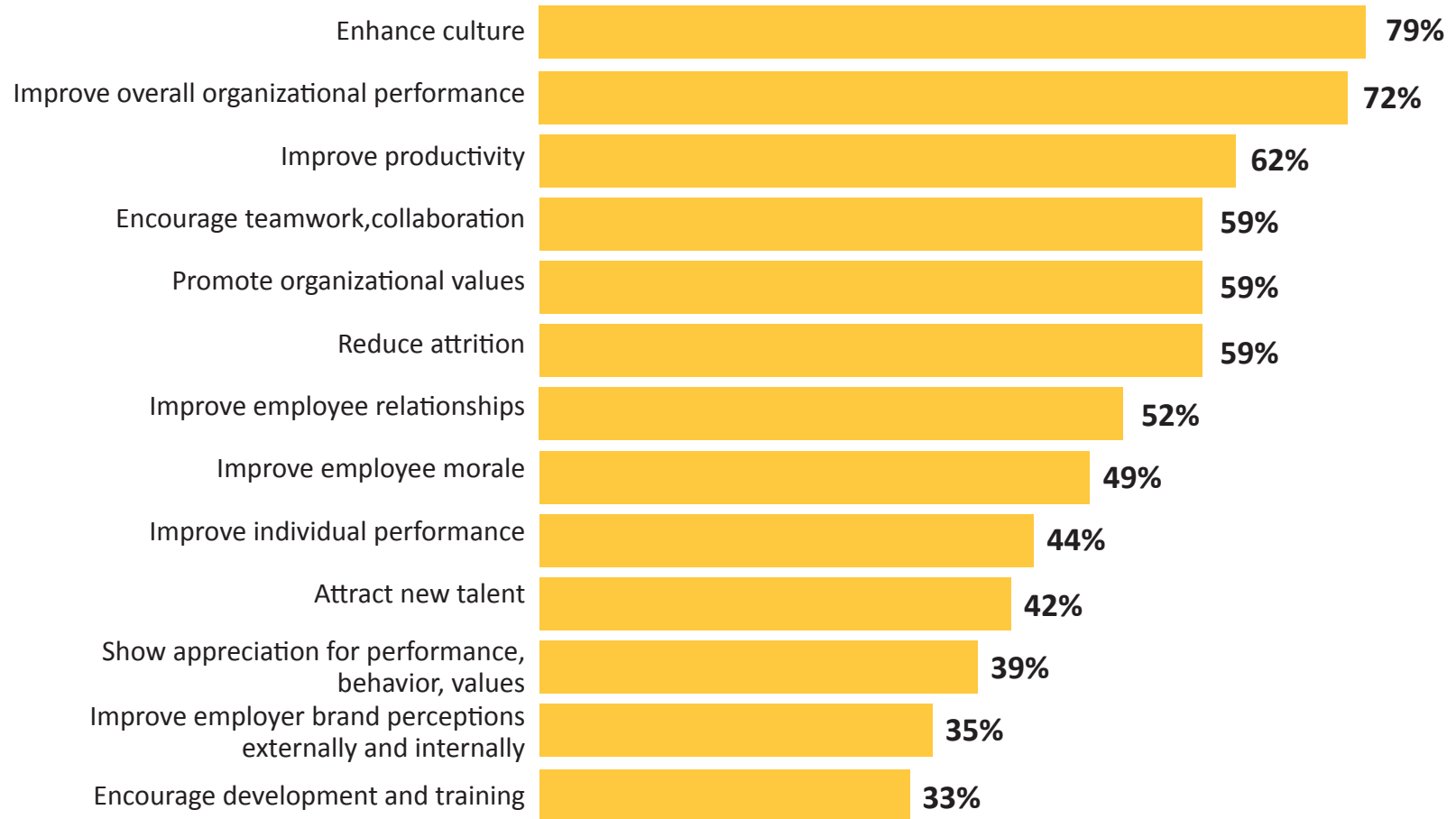
# Top reasons for developing employee engagement strategies, programs, and/or activities

## Overall



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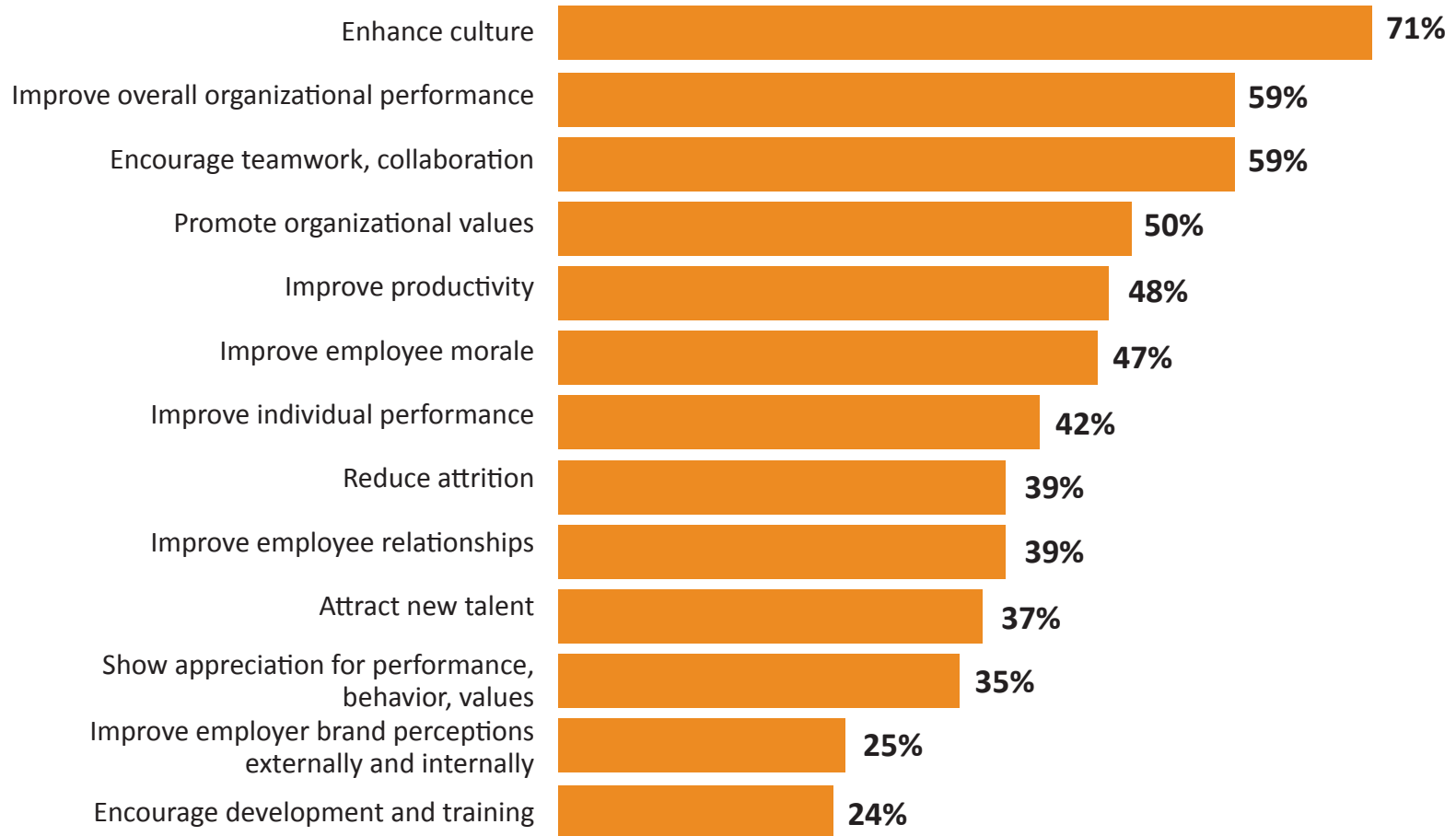
## High-Performance Organizations<sup>^</sup>



Descriptors for the data segments can be found on page 4.

# Top reasons for developing employee engagement strategies, programs, and/or activities

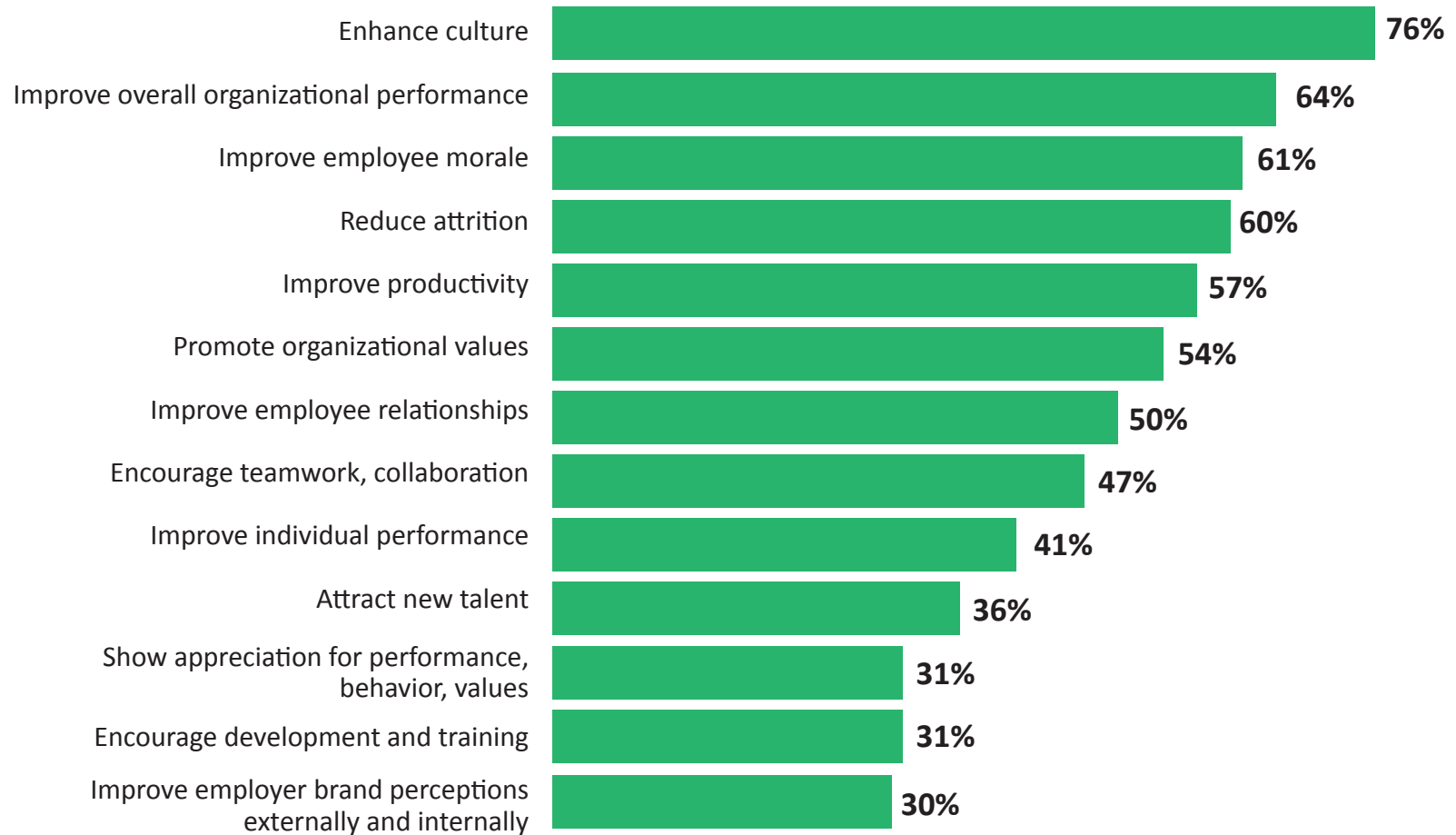
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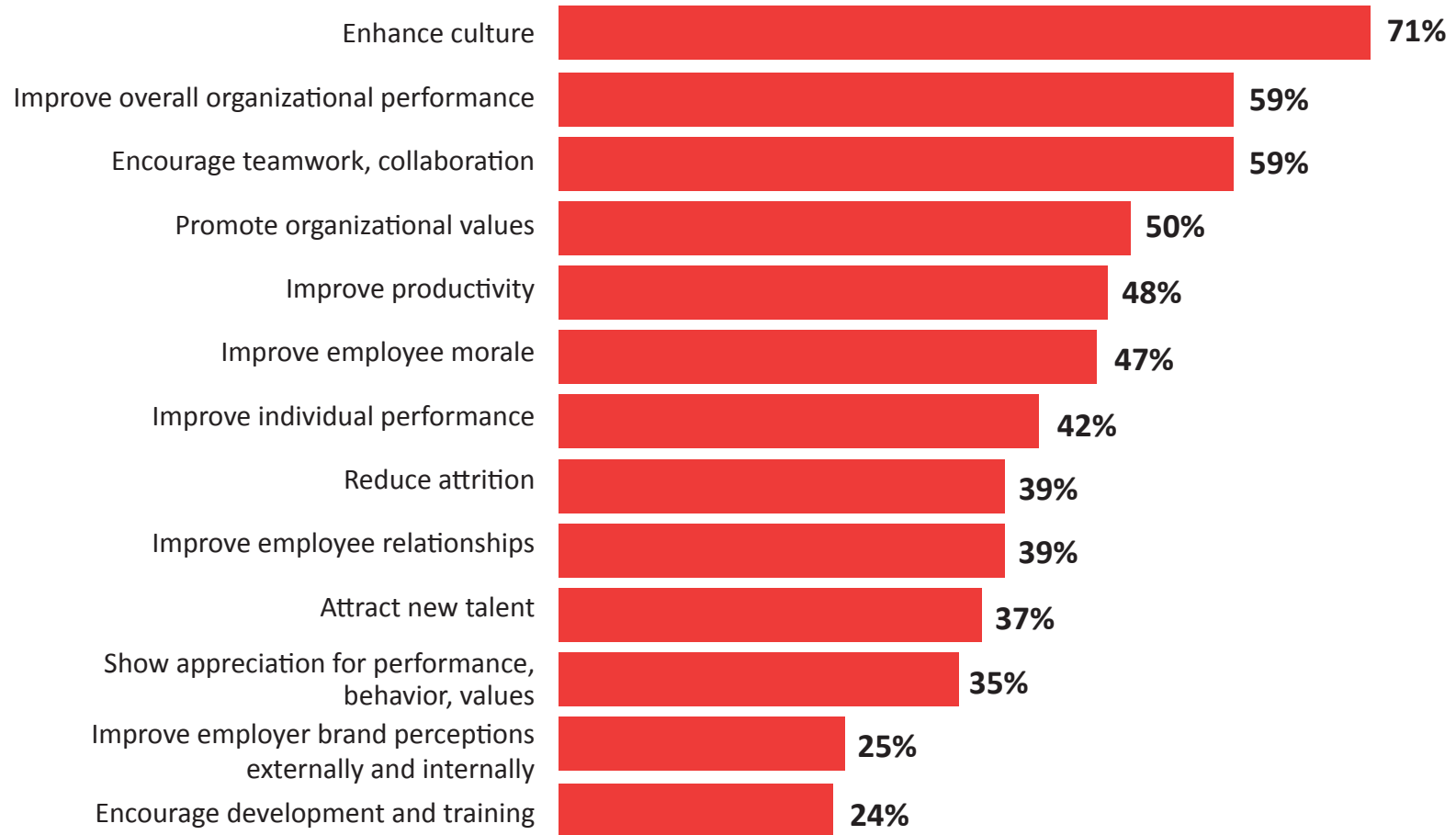
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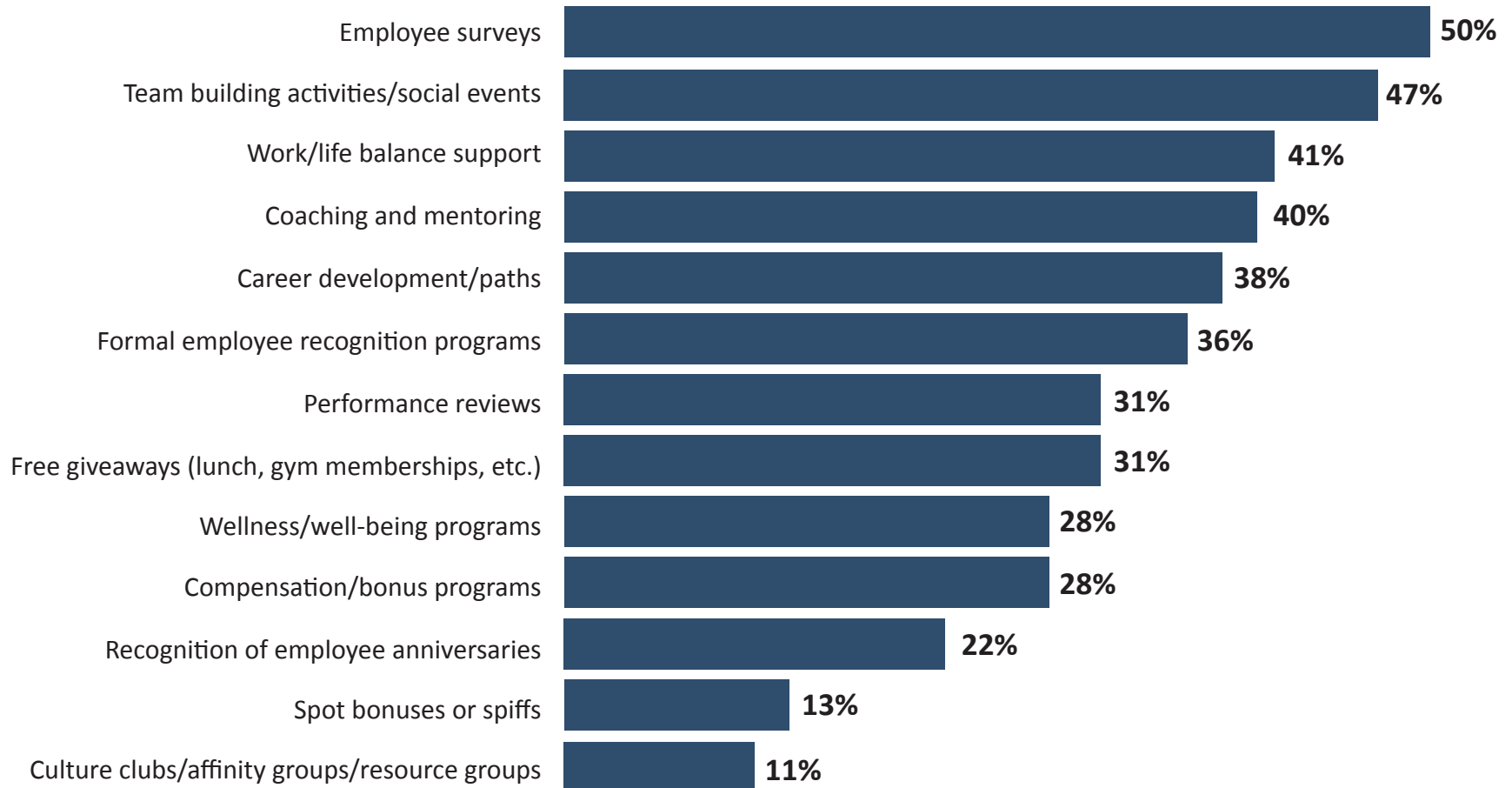
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# Employee activities that are highly valuable for employee engagement

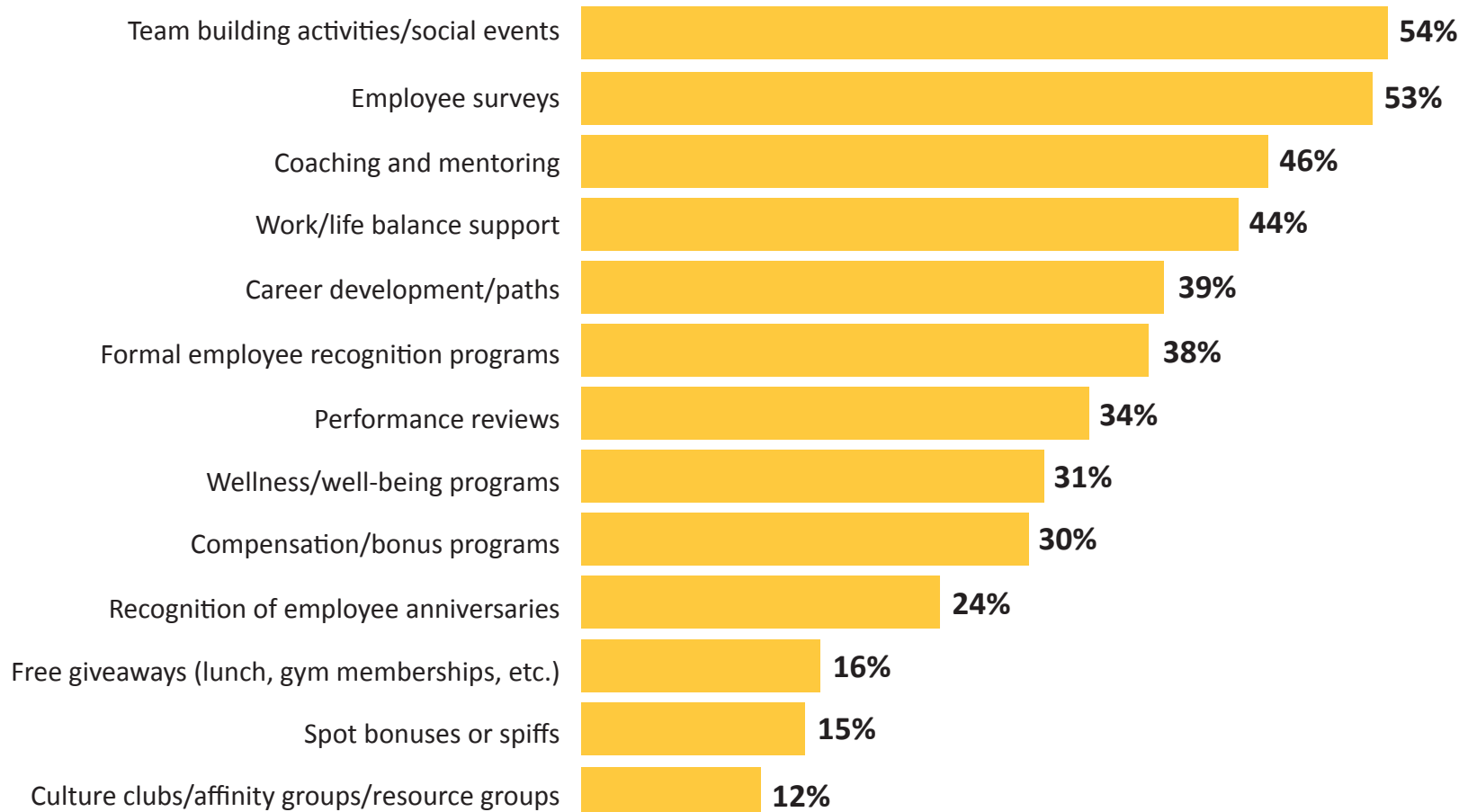
## Overall





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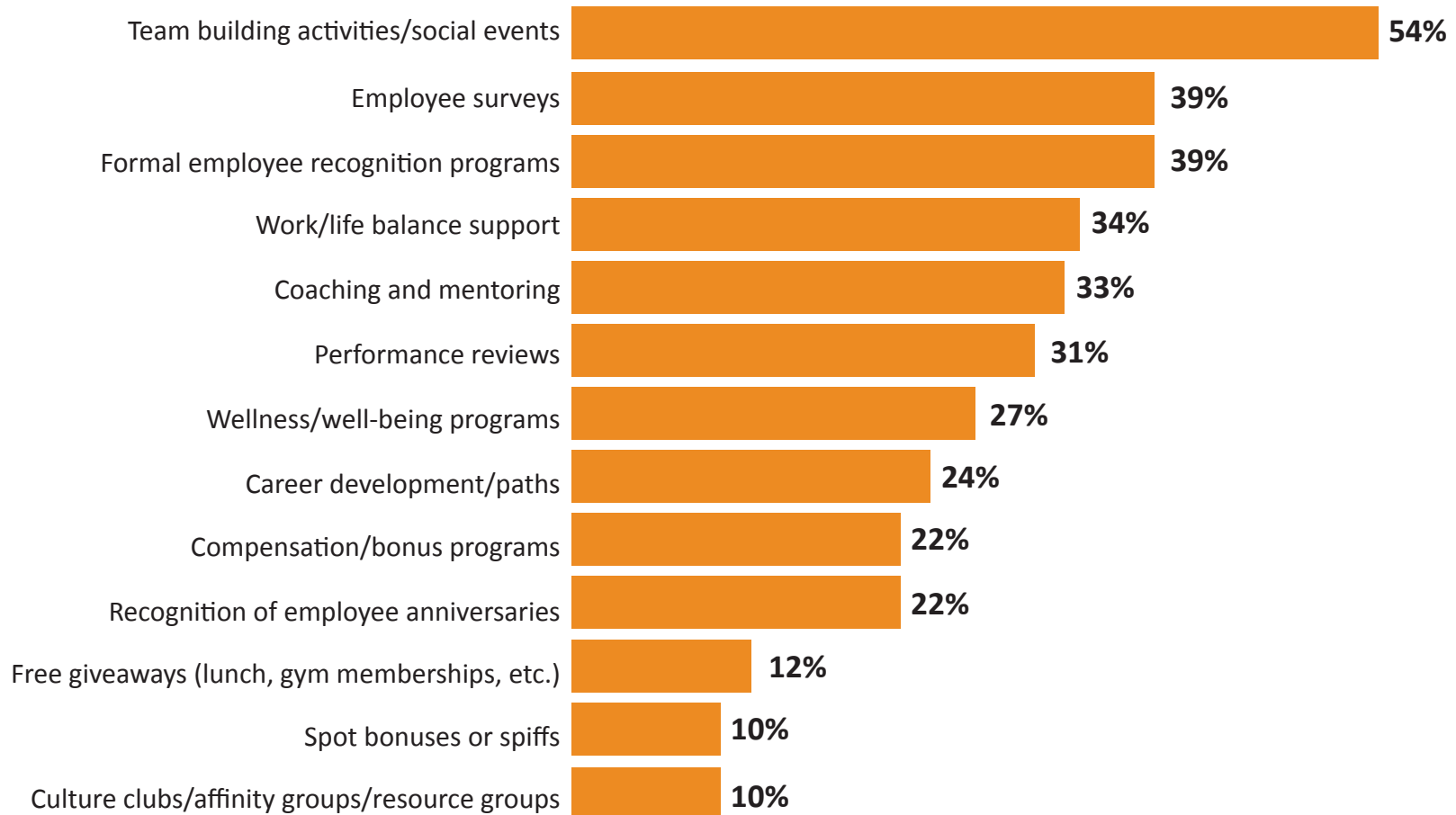
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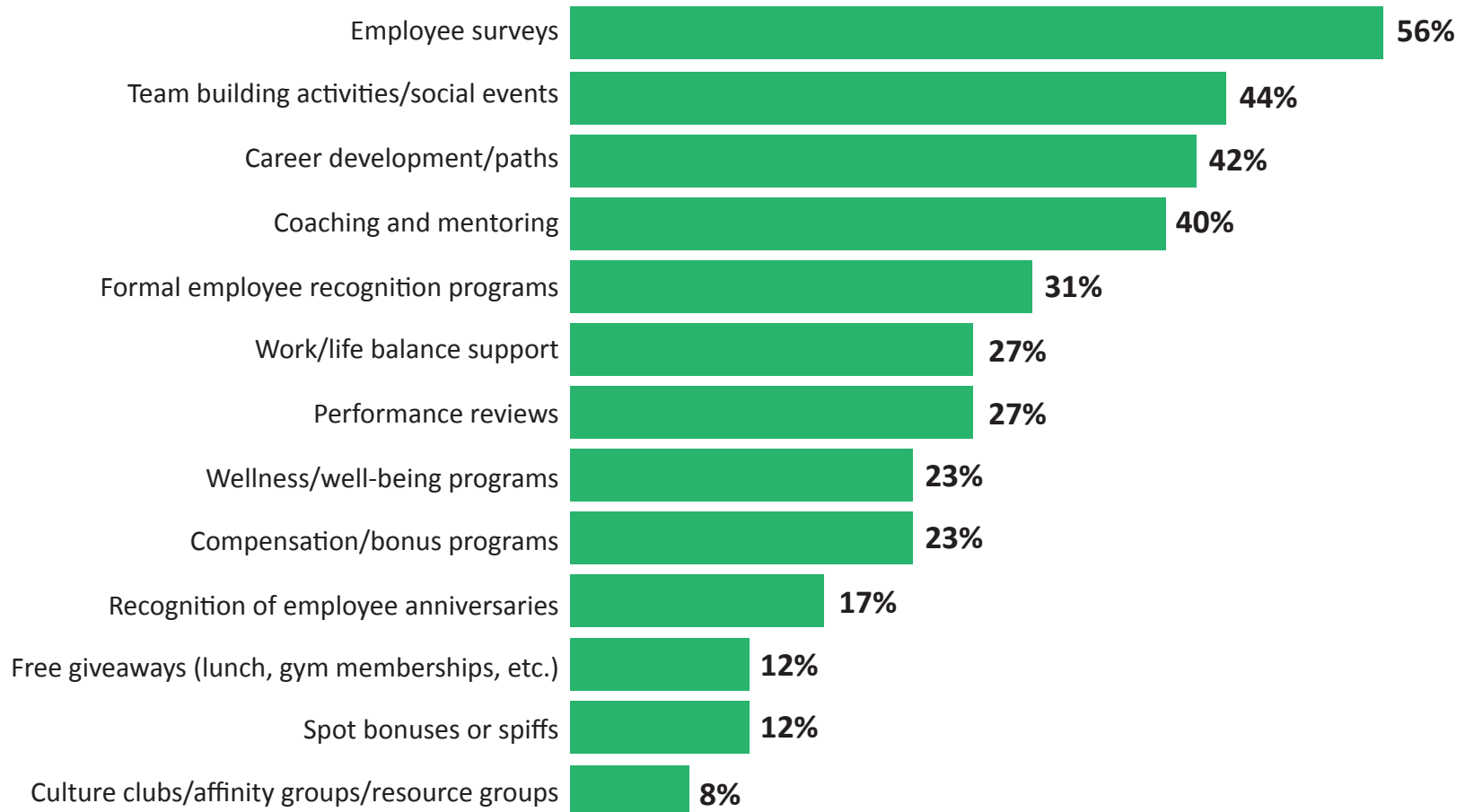
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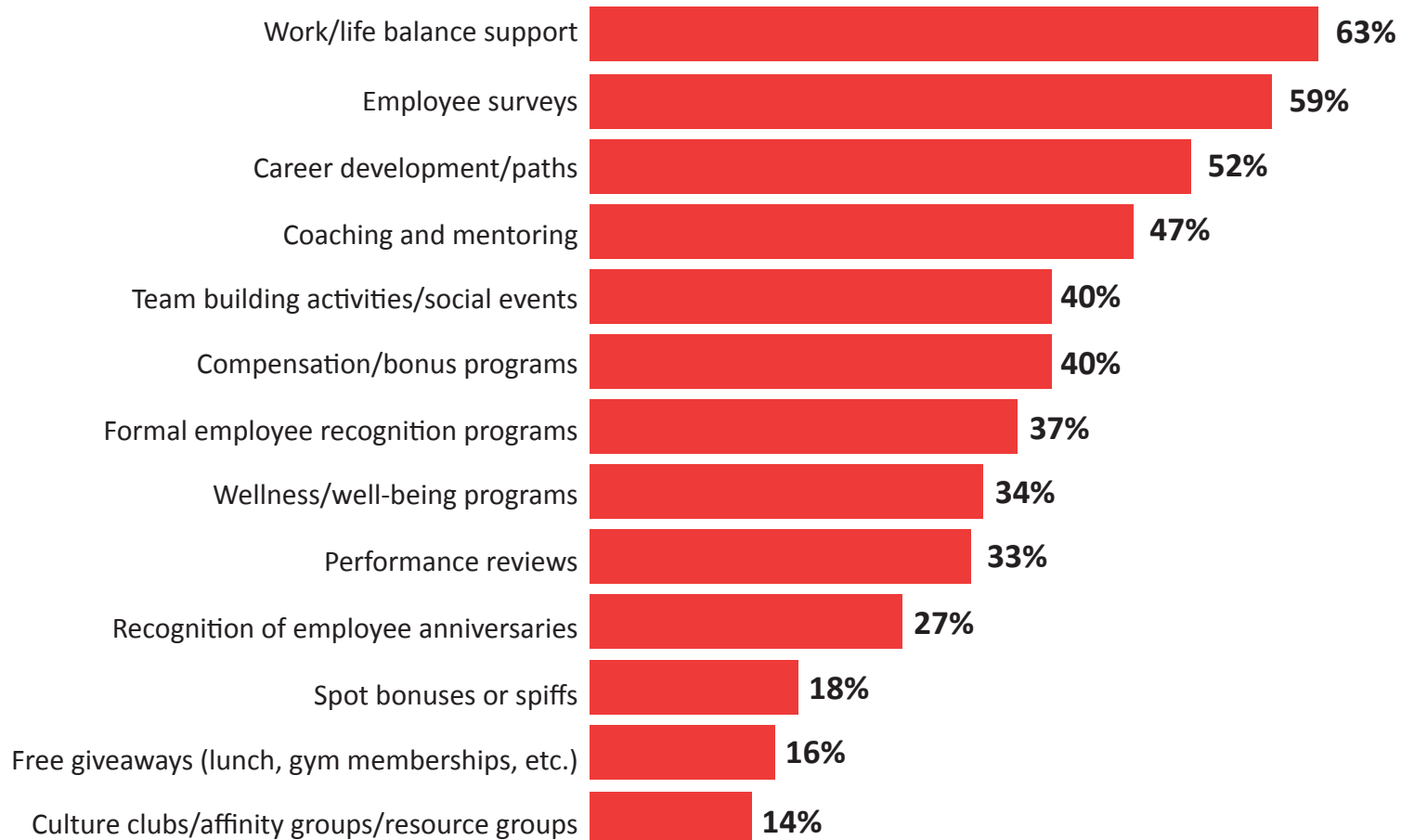
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# Employee activities that are highly valuable for employee engagement

## Large Organization (5000+ employees)\*\*\*



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## Portion of HR/talent management budget dedicated to employee engagement (including technology)

Budget Investment	Overall	High-Performance Organizations	Small Organizations*	Mid-Size Organizations **	Large Organizations ***
No specific allocation for employee engagement	46%	42%	48%	44%	43%
1-5%	19%	20%	15%	22%	23%
6-10%	16%	19%	17%	22%	10%
11-15%	7%	8%	6%	5%	10%
16-20%	5%	4%	3%	5%	8%
21-25%	2%	2%	3%	0%	2%
Greater than 25%	5%	5%	8%	2%	4%

Descriptors for the data segments can be found on page 4.

## Percentage of employees considered highly engaged

Percentage	Overall	High-Performance Organizations	Small Organizations*	Mid-Size Organizations **	Large Organizations ***
All	1%	2%	3%	0%	0%
80-99%	18%	21%	30%	12%	7%
60-79%	28%	29%	25%	32%	30%
40-59%	28%	29%	24%	24%	36%
20-39%	15%	13%	10%	20%	18%
Under 20%	10%	6%	8%	12%	9%

Descriptors for the data segments can be found on page 4.

# Brandon Hall Group's Research Methodology



## About Brandon Hall Group

**Brandon Hall Group** is a HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition, and HR/Workforce Management.

With more than 10,000 clients globally and 20 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

**Our vision:** To inspire a better workplace experience.

**Our mission:** Empower excellence in organizations around the world through our research and tools each and every day.

Contact Us at [success@brandonhallgroup.com](mailto:success@brandonhallgroup.com)



# Our Services

## GET HELP TO DRIVE RESULTS FOR YOUR TALENT

In today's volatile and global business climate, managing talent for high-performance plays an increasingly crucial role in an organization's growth and future success. Effective talent management is a top priority in organizations everywhere because, while organizations recognize the need to obtain and retain people with the very best skills, they continue to struggle to implement effective strategies to do so. HR and Learning professionals need to be able to successfully define organizational talents needs and skills, identify talent strengths and career goals, and align organizational needs to individual needs. Rethink your strategy, validate your assumptions, transform your business, and optimize your time with the use of reliable data, tools, and guidance.



PLAN



ATTRACT



DEVELOP



PERFORM



RETAIN



OPTIMIZE

## GET HELP WITH YOUR HR SERVICES MANAGEMENT & DELIVERY

As described in the employee lifecycle, processes are linked to employee transactional processes (e.g., compensation, benefits, compliance, contingent workforce management, etc.) via workforce planning and analytics.

- Policies/Process/Procedure
- Payroll
- Expense Management
- Benefits & Compensation
- Contingent Workforce Management
- Compliance
- Time & Labor Management

## GET CONSULTING HELP WITH...

- Strategy and Planning
- Governance & Business Alignment
- Executive Management
- Team Development
- Measurement & Analytics
- Program Design & Deployment
- Technology Selection, Management & Integration
- Organizational Structure
- Measurement & Analytics
- Change Management
- Budgeting & Forecasting

## Contact Us



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