Employee Engagement Indicator: Exploratory Study

Life Strategies Ltd. would like to invite you to participate in the exploratory study of the Employee Engagement Indicator (EEi). Deirdre Pickerell, Life Strategies’ Senior Consultant, developed the EEi and conducted an initial pilot as part of her doctoral studies. Results of this pilot showed promising results and prompted the need for a larger exploratory study which Life Strategies is conducting under the supervision of Dr. Roberta Neault, President. Deirdre Pickerell will be the lead researcher for this study.

What is Employee Engagement?
While employee engagement is a commonly used term within almost any magazine, book, or journal article, a single definition doesn’t exist. In order to conduct a study of employee engagement it was first necessary to attempt to ascertain what it meant. Based on an extensive review of current engagement literature comprising academic organizational development journals, published research by consultants working in the field, and business books on the topic of engagement, a four factor model of employee engagement was developed. The four factors are contribution (i.e., level of contributions made to the organization), commitment (i.e., strength of commitment to the organization), appreciation (i.e., whether or not one feels appreciated at work), and alignment (i.e., match between personal/organizational values and goals).

What is the Employee Engagement Indicator?
The Employee Engagement Indicator is a 40 question survey with 10 questions per factor. The total score is intended to indicate an overall level of employee engagement on a continuum from full disengagement to full engagement. Sub-factor results can also be analyzed (e.g., level of contribution).

When is the Exploratory Study Taking Place?
The survey will open on March 1st at 8:00am PT and close Friday March 12th at 5:00pm PT.

Participation Requirements
Organizations must appoint a contact person who will be responsible for communicating with the research team, sending initial study information and participation details to all invited employees, and sending reminder emails. Individual participation is also encouraged.

Benefits to Participating
Through completion of the Employee Engagement Indicator, study participants may develop a greater sense of engagement with their current roles. Organizations and/or individuals, on request, will receive an executive summary report of the study. Levels of employee engagement within specific organizations, however, will not be provided in this report.
Study Confidentiality / Anonymity
All responses will be kept confidential. To test the suitability of the EEi across occupation and sector, participants will be requested to give their job title, industry, and organization name. This identifying information will be removed from the data analysis with a unique identifier given to each respondent. Only members of the research team will have access to the raw data being collected; at no time will anyone within participating organizations (e.g., those in supervisory, management, or leadership positions) be informed of which employees participated in the study.

Next Steps
Please provide the following information to the researchers
- Name and contact information (i.e., email and phone) of contact person
- Organization name and sector
- Number of potential participants (if you are participating individually, please indicate as 1)
- Confirmation of participation or intent to seek organizational support

Again, we’d like to thank you for your time and consideration.

Should have any questions regarding the study, please direct them to the research assistant, Cassie Saunders, at cassie@lifestrategies.ca or 604.856.2386

Regards,

Employee Engagement Indicator Research Team

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