



Spark Engagement Index

- equips leaders and managers with insights to ignite passion, productivity and performance in the workplace
- a proven research model and diagnostic tool that measures the extent to which employees are passionately engaged in their work
- the result of research with organizations across North America, Europe and Asia
- based on a scientifically validated model that measures the relationship between *Meaning*, *Progress*, *21 Actionable Drivers*, and outcomes of employee engagement

The Model

- based on 10+ years of research with employees and organizations around the globe
- provides a clear, research-based framework for operationalizing employee engagement strategies in any corporate environment
- demonstrates that levels of *Meaning* and *Progress* experienced by employees determine their levels of engagement at work
- highlights 21 core drivers of employee engagement which cluster into four (4) themes: *Purpose & Inspiration*, *Organizational Practices*, *Mastery*, *Autonomy*
- results in eight (8) *Phases of Engagement*; each phase represents a “state of engagement” at a point in time (*Stagnated*, *Unfulfilled*, *Frustrated*, *Disconnected*, *Neutral*, *Energized*, *Engaged*, *Passionately Engaged*)

The Survey

- elicits meaningful data for individuals, teams and organizations
- results contribute to a growing global database that facilitates ongoing leading-edge research into drivers of employee engagement
- comprises 30 core questions that measure employee engagement (vs. opinions)
 - 6 questions around *Meaning* and *Progress*
 - 21 questions correspond to 21 core drivers of employee engagement
 - 3 questions about retention, advocacy and loyalty
- optional measures of employee opinions (vs. engagement) on various topics can be added from a bank of standardized survey questions
- customized questions specific to an organization’s interest can also be included



The Results

Individual Reports

- individual participants receive a personalized report that highlights their Engagement Phase, and is descriptive of how they experience Meaning and Progress at work
- individual reports include tips and strategies for improving one's Engagement Phase to attain or sustain Passionate Engagement
- individual reports also include strategies to support the 21 engagement drivers by focusing on strengths as well as improvement areas

Collective Reports

- organizational clients receive collective reports that indicate the distribution of Engagement Phases across the group
- collective reports pinpoint the specific drivers requiring action enabling organizations to target resources, thereby focusing efforts on the areas that will have the greatest impact on engagement levels
- collective reports also include proven strategies for action based on best practices
- manager scorecards are also available for leaders with five (5) direct reports or more, enabling more localized action planning

Statistical Analysis

- clients can deepen their insights by opting for a thorough statistical analysis of all data relating to the core 30 questions, any additional and customized questions, including benchmarking and recommendations

The Benefits

- Organizational leaders, HR professionals, OD practitioners and internal consultants can use SEI survey results and research findings to:
 - direct their efforts on the things that matter most – *Meaning, Progress* and *Actionable Drivers* to spark employee engagement
 - elevate levels of *Meaning* and *Progress* experienced by employees
 - focus on *Actionable Drivers* of engagement, ensuring optimal use of finite resources
 - develop strategies to deepen employee engagement at all levels
 - achieve measurable improvements in productivity and performance
 - align engagement strategies with corporate objectives and KPIs, such as innovation, change, and collaboration