CHURCHILL LEADERSHIP GROUP

GALLUP CERTIFIED Strengths Coach

AT A GLANCE...

Employee surveys collect dust without an action plan. Churchill doesn't just hand you a bunch of survey data - we help you make sense of it and transform the insight into practical high impact solutions.

MEASURE AND IMPROVE YOUR EMPLOYEE ENGAGEMENT

WHY SHOULD COMPANIES MEASURE & IMPROVE EMPLOYEE ENGAGEMENT?

Improve Retention

Greater Productivity

Better Outcomes

Why Churchill Uses Gallup's Q12™

Gallup's Q12™ employee engagement survey was developed from decades of in-depth research. Responses from more than 1 million employees, using thousands of questions, were examined to identify the most influential factors affecting employee motivation and productivity on the job. The data is updated annually, giving you a current 3-year industry benchmark. The survey is focused on just 12 engagement questions (plus one on satisfaction) that cover the following elements, which correlate to greater engagement:

- **Performance Outcomes**
- **Customer Ratings**
- **Profitability**
- **Productivity**
- **Turnover**
- **Safety Incidents**
- **Shrinkage/Theft**
- **Absenteeism**
- **Quality/Defects**

Q12 survey and manager effectiveness strategies tie directly to increased:

Productivity
Profitability
Employee Retention

**Gallup's State of the American Workplace*

IMPORTANT FACT:

Your people managers account for at least 70% of the variance in employee engagement scores across your business units. Therefore, you must empower your people leaders with the mindset, skills, and tools to create an optimal engaging environment. They need to be able to have the right type and cadence of employee conversations that sustainably increase engagement.*

Solutions@Churchill-LG.com www.ChurchillLeadershipGroup.com 888-486-8884

OUR METHODOLOGY FOR DELIVERING SUCCESS

Churchill provides solutions that empower and equip you and your leaders to sustainably improve employee engagement. Options include:

- Executing the Q12 survey to measure your employee engagement baseline.
- Expert analysis of survey results (Q12 or the one you use) and recommendations, aligned to your goals.
- Identifying and applying the untapped strengths in your leaders and teams - it's the #1 engagement driver!
- Training your leaders, resulting in the right mindset, knowledge, confidence, and tools to increase everyday engagement.
- Building other leadership skills needed, as identified by your engagement results. Examples might include "How to Set Clear Expectations," "How to Provide Meaningful Feedback," or "How to Coach for Growth and Development."
- Executing the Q12 survey again to measure the progress your organization has made.

LET US USE OUR STRENGTHS TO PROVIDE YOU SOLUTIONS TO IMPROVE EMPLOYEE ENGAGEMENT

Start the engagement conversation.
Contact us today to discuss your needs.
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WHY CHOOSE CHURCHILL...

- **Real-world leadership experience.** Our 200+ Executive Coaches, Consultants and Trainers have rich leadership experience in private and public sectors as well as coaching and training certifications.
- **Strengths-accelerated approach.** Using CliftonStrengths® we accelerate the natural untapped talent in your people, for more authentic and sustainable growth, and to maximize new leadership mindsets, skills and capability.
- **A focus on outcomes.** We have high standards for our clients, and expect your organization to receive significant benefits from our partnership. As such we have a methodology for measuring results.
- **Global footprint.** Churchill's team is diverse with experts across North and Latin America, Europe, Middle East and Asia-Pacific. We can scale delivery to meet your regional and cultural needs.
- **An agile and flexible partner.** Through building a high trust partnership we meet you where you are, to provide you what you need. We collaborate to deliver constant improvement and a laser focus on your unique needs.

6X	12.5%	8.9%
more likely to be engaged on the job	greater productivity	greater profitability

*Source: Gallup Ongoing Workplace Research 2012

A Churchill Multi-Phase Roadmap to Improve Employee Engagement*

1 Vision

Align Your Leadership and Organization

1. Visioning exercises to align your sponsors, identify the change needed.
2. Confirm your "why," how and what we are partnering on to achieve success.
3. Implement a change management strategy to secure success, including the mitigation of roadblocks.
4. Create a communication

Outcomes: Commitment for change with clear measurable outcomes.

Months 1-2

2 Plan

Create a Baseline and Custom RoadMap

1. Launch a communication plan to set expectations and maximize participation.
2. Deploy Q12 surveys, collate results, and analyze for your need (by country, dept. level, gender, tenure etc.).
3. Confirm success milestones to finalize your engagement roadmap.

Outcomes: Baseline data. Finalized custom roadmap. Identified roles and responsibilities.

Months 3-4

3 Deploy

Unleash Strengths and Build Capability

1. Equip your **leaders** with the ability to engage, inc:
   - WIIFM** based on a manager's Q12 results
   - Strengths assessments & "Discovery" workshops
   - Engagement skill-building workshops
   - Group coaching
2. Implement team plans to empower **employees**:
   - "State of the Team" engagement sessions
   - Strengths assessments & Discovery workshops

Outcomes: Confident leaders able to improve engagement. Teams develop and implement POAs.

Months 5-10*

4 Sustain

Create a High Engagement Culture

1. Redeploy Q12 analysis and celebrate successes. Repeat periodically.
2. Continue improvements through an Engagement Advocate Team (EAT)
3. Support a long-term Strengths culture with a Strengths Advocate Team (SAT) & custom resources.
4. Train the Trainer (TTT) to build internal Engagement and Strengths experts.
5. Additional skill workshops & coaching based on needs observed.

Outcomes: A long-term engagement success strategy. Developed internal capability to allow Churchill to exit.

~Up to 2 years

*Sample roadmap will be tailored to the needs of each team and organization **WIIFM = What's in it for me!

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