

Trakstar Engagement

The team here at Trakstar is delighted to announce a brand new feature — Trakstar Engagement. Now you can get valuable insights into employee engagement and make improvements that lead to your organization becoming an even better place to work.

It goes without saying that people do their best work when they're happy and motivated. Trakstar Engagement gives you the ability to measure engagement on both an organizational and individual level, based on the factors that matter most.

Let's dive into what this new feature entails and the benefits it offers.

Trakstar Company Pulse Survey

The Trakstar Company Pulse Survey captures employee engagement from a big picture perspective. HR admins can send quarterly or annual surveys to the entire staff that assess engagement across the organization.

The way it works is employees provide a 1-to-5 rating on each of the three default statements below. Responses are recorded anonymously and employees have the option to write comments if they please.

- ◇ *There are resources to develop the skills and knowledge to be good at my job.*
- ◇ *I have significant influence in the decision making at my work.*
- ◇ *I feel aligned to my company's mission and vision.*

Of course, the ratings and comments you collect will teach you a lot about how your employees feel. But even more, the survey response rate will shed light on the level of satisfaction of your workforce. A lack of responses often indicates that employees aren't happy and the organization could face retention risks.

Trakstar Manager Check-in

The Trakstar Manager Check-in tool measures employee engagement on an individual basis.

Each employee completes a prompt before catch-up meetings with their manager so the conversation is productive and has a focus.

Like the Company Pulse Survey, employees provide a 1-to-5 rating on the three default questions below. In this instance, they're required to leave comments so their responses can be discussed in the check-in.

- ◇ *How successful was your week? What worked? What didn't? Please elaborate.*
- ◇ *To what degree do you feel empowered to do your job? Please elaborate.*
- ◇ *Do you feel like your work is making a meaningful impact? Please elaborate*

Managers are stretch for time and often can't give check-in meetings with their team members the attention they deserve. This survey ensures meaningful conversations always occur in these meetings, resulting in satisfied employees who are also performing well.

Trakstar Opinion Poll

The Trakstar Opinion Poll can be used to ask your entire staff any question related to happiness, culture, or general hot topics. It's great for quickly gathering a snapshot of your workforce on a topic specific to employee satisfaction in your organization.

For example, you can conduct an internal NPS survey by asking, "On a scale of zero to ten, how likely is it that you would recommend this company as a place to work?" You can learn what portion of your workforce are advocates (respond with a 9 or 10), neutral (respond with a 6-8), and detractors (respond with 1-5). And of course, you can include the option for respondents to comment, so you gather more information.

The benefits of Trakstar Engagement

Employee engagement differs from person-to-person, making it difficult for any organization to evaluate. Like taking on any challenge, the right approach and tools are key to success. Let's explore exactly why Trakstar Engagement is so beneficial.

Surveys are one of the best ways to measure employee engagement

Surveys are a key predictor of behavior. If you ask your employees their thoughts, feelings, and plans, they'll tell you, especially if they can remain anonymous.

Facebook found that simply asking their people how long they intend to stay with the company is more than twice as accurate at forecasting turnover than machine-learning predictive analytics. They also learned that employees who didn't complete two annual surveys are 2.6 times more likely to leave in the next six months. As we mentioned earlier, survey scores are helpful but often times a lack of responses altogether is much more illuminating.

Surveys give employees the chance to be heard

Sending regular surveys provides a clear message to your employees — the organization values their opinions.

The act of completing a survey gives everyone on staff the chance to be heard. It's not just the most outgoing people that get to offer their opinions. People who don't feel comfortable speaking up also get to share what's on their mind.

Surveys are a vehicle for changing behavior

When you ask people for feedback, you aren't just learning from them. You're also influencing them. The simple function of asking questions shows employees what the organization values, impacting how they conduct themselves and go about their work.

For example, American Cancer Society volunteer rates increased from 4 percent to 31 percent after they surveyed people on whether they would be willing to volunteer three hours.

Surveys improve employee engagement by focusing on the drivers that matter

Employee engagement is a vague term. At Trakstar, we believe it's the combination of employee satisfaction and performance. After all, a satisfied employee doesn't offer anything in return if they're not productive.

Performance boils down to ability, opportunity, and motivation. And motivation, in particular, is really what sets a great employee apart. But what exactly motivates someone and how can it be measured?

Most employers focus on extrinsic motivation. They provide bonuses, awards, and acknowledgments for a job well done. However, these rewards are short-term incentives at best.

Intrinsic motivation, or personal fulfillment, keeps an employee productive day after day. Studies show the three pillars of high performers in any organization are as follows:

- ❖ **Mastery** – There are resources for the person to develop the skills and knowledge to be good at their job.
- ❖ **Autonomy** – The person has significant influence in the decision-making at their work.
- ❖ **Purpose** – The person is aligned with their company’s mission and values.

Intrinsic motivation combined with ability and opportunity equates to a highly-productive workforce. Every question included in Trakstar Engagement is designed to measure those key drivers.

Surveys minimize groupthink

Surveys help organizations and managers provide employees with a safe channel of communication. People often don’t want to speak up and say something that contradicts with the wider team’s sentiment.

Minimizing groupthink reinforces what is working well, while also identifying impediments preventing both team and personal goals from being achieved. Equipped with this information, you can take the necessary steps to change your organization for the better.

Surveys help with employee performance management

Employee engagement falls under the performance management umbrella. But most survey tools don’t offer any performance management functionality.

Trakstar Engagement combined with our other features helps organizations and managers continuously promote and improve employee effectiveness in the following ways:

- ◇ Provides actionable insights into how performance management can be improved.
- ◇ Fosters a better working relationship between managers and their employees.
- ◇ Encourages activity within your Performance Management System.
- ◇ Creates another channel of communication, in which every employee has a voice.
- ◇ Mitigates attrition and retains top talent.
- ◇ Shows that management cares about its people.

Try Trakstar Engagement for yourself

We couldn't be more excited about this new avenue to go down with our customers and can't wait to see the results at each organization. Learn more today by **requesting a demo** or emailing us at hello@trakstar.com!