# Develop an Engagement Program Strategy Executive Briefing

### Summary

Employee engagement positively impacts organizational outcomes – 92% of engaged employees regularly accomplish more than what’s expected in their role, versus only 49% of disengaged employees (McLean & Company, Engagement Survey Database, 2022; *N*=126,852). While many organizations run engagement surveys, the work on engagement often stops at measurement.

### Our Recommendation

* Develop an engagement program strategy to drive organizational success.
* Determine the approach to engagement by reviewing your organization’s engagement history and readiness for leader-driven engagement.
* Prepare stakeholders for engagement by creating clear roles and accountabilities.
* Communicate your engagement program strategy and plan for next steps past survey launch.

### Client Challenge

* Inadequate resources are allocated to engagement programs. Although many organizations measure employee engagement at least annually, only 8% of HR’s time is prioritized for employee engagement and culture (McLean & Company, 2022 HR Trends Survey; *N*=405).
* Poor communication of engagement programs has resulted in a lack of buy-in from employees and leaders.
* Not acting on survey results contributes to lower engagement and eroded trust for many employees.

### Critical Insight

* Move beyond focusing on employee engagement surveys and use an engagement program strategy to planfully communicate the purpose and goals of engagement to gain traction and buy-in and determine ownership.

### Diagram Description automatically generatedGet to Action

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| 1. Assess and determine the approach to engagement | 1. Review your organization’s engagement history and readiness. 2. Determine the engagement program’s purpose. 3. Set goals and metrics for the engagement program. 4. Select an engagement measurement and vendor.   **Deliverables:**   * *Engagement Program Strategy Workbook* * *Senior Leadership Engagement Briefing* * *HR Metrics Library* * *Employee Engagement Survey Scoping Checklist* |
| 2. Prepare stakeholders with roles and responsibilities | 1. Identify stakeholders and their roles and accountabilities. 2. Draft results-sharing and action-planning activities. 3. Prepare to support stakeholders with the resources needed to execute their roles.   **Deliverables:**   * *Engagement Program Strategy Workbook* |
| 3. Communicate engagement strategy and plan next steps | 1. Map out a timeline for the stages of the engagement program. 2. Plan next steps for HR to support stakeholders. 3. Articulate key messages and a communication plan.   **Deliverables:**   * *Engagement Program Action and Communication Plan* * *Employee Engagement Email Templates* * *Engagement Stakeholder Presentation Template* * *Employee Engagement Infographic* * *Employee Engagement Program Logistics Checklist* |

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