

The Conference Board ® Human Capital Benchmarking Service

Category: Culture, Engagement & Experience

Here is a sample of the kind of questions we will ask in in this category. This survey should be completed from the viewpoint of the head of the Employee Engagement/Experience function. Please address all questions from that viewpoint. For each category, we will ask you to share:

- Demographic information (your contact information; the company location/revenue size/employee count/HQ location/primary business; legal structure (state-owned, publicly traded, etc.); distribution of employees around the globe) and briefly describe (100 words or less) what products or services your organization provides and, if applicable, to whom
- Staffing distribution and budget data for the function
- Top issues you are facing
- Innovative approaches to solving business challenges following this format:
 - What people-related business challenge were you trying to solve? (200 word max)
 - What specifically did you do to address the challenge? (250 word max)
 - What specifically was innovative about the approach? (100 word max)
 - What were the positive business outcomes from your actions? (250 word max)
 - If applicable, what was the ROI for this initiative? (500 word max)
- Why should your organization be honored for excellence in this category? (1000 word max)

Here are a few sample questions from this category:

1. How do you collect employee engagement data?
2. From your engagement work, what is the percentage of employees in each engagement level category: Highly engaged %; Moderately engaged %; Neither engaged nor Disengaged %; Moderately Disengaged %; Disengaged %
3. Has employee engagement improved over the last five years of engagement data collection?
4. Which of the following engagement-related **issues/plans** have come before the Board of Directors? (Select all that apply: Review of survey results; Employee engagement strategy/initiative progress/status review; D&I strategy/ initiative progress/status review; Engagement-related risk issues; Talent acquisition strategy/initiative progress/status review; Assessment of organizational capabilities to execute strategy; Review of Employee Resource Group (ERG) activities/business impact; Other::; Engagement-related issues are not discussed with the Board)
5. What percentage of non-traditional employees responded to your last engagement survey?
6. What percentage of unionized workers responded to your last engagement survey?
7. To what extent has your organization formally defined an employee value proposition (EVP) to attract, retain, or engage your employees?
8. How do you measure the business impact of higher levels of engagement? (Select all that apply)