

Engagement Surveys – A Story of Longevity

Engaged employees are a critical success factor and give you a competitive advantage. It's important to measure and get continual feedback over time so that you have a continuum of data upon which to act. To that point, one of our MRA members has been using MRA's Benchmark Employee Engagement Surveys for 30 years.

Challenge

In the mid-1980s, the CEO of a member company (whose history is almost as long as MRA's) wanted a way to objectively measure the satisfaction of his employees. This CEO also wanted to compare the satisfaction scores of his leaders with the scores of non-leaders.

He asked his HR Manager to find a vendor with a reliable, objective survey. Having been a MRA member for seven years, the HR Manager's first action was to inquire about MRA's surveys. Both the CEO and HR Manager liked MRA's surveys and service, and conducted their first MRA survey in 1986.



Objective

The organization's Leadership Team has worked with MRA to repeat the employee engagement survey every two years to measure improvements in employee satisfaction and engagement. They have been able to monitor employee trends and expectations in the workplace, evolving communication methods, and root causes of problems and how to solve them.

Results

Thirty years and 15 surveys later, the organization continues to find value in MRA's surveys and service.

- They have used the satisfaction results to make changes to policies, benefits, and communication.
- Results on employee engagement have led to changes in how leaders communicate, delegate work, and how problems are solved.
- Their desire to maintain what works well with employees and improve what doesn't is what

www.mranet.org
800.488.4845

Wisconsin
N19W24400 Riverwood Drive
Waukesha, WI 53188
262.523.9090

Minnesota
9805 45th Avenue N
Plymouth, MN 55442
763.253.9100

Illinois
625 North Court, Suite 300
Palatine, IL 60067
847.963.9860

Iowa/Western Illinois
3800 Avenue of the Cities, Suite 100
Moline, IL 61265
309.764.8354



leads this company to continue partnering with MRA's engagement survey team.

For more information on employee engagement surveys and how you can assess the levels of employee satisfaction and employee engagement at your organization, contact MRA Member Relations at MemberRelations@mranet.org, or call 800.488.4845.