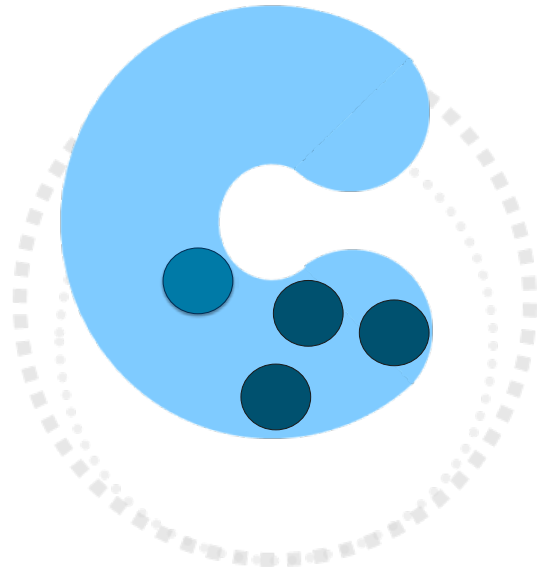


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**400-676-1528.**

[www.CoreCapitalChina.com](http://www.CoreCapitalChina.com)





Most organisations know intuitively that understanding employee opinions can provide valuable insights for guiding business decisions. Few, however, know how to do so in a manner that both enhances **employee engagement** and provides the intelligence required to improve performance.

### Driving Business Performance

In a study of 75 international companies, almost eight out of 10 HR directors reported that they conducted surveys and workshops with employees to help guide company-wide change, but the majority also said that they were dissatisfied with the value of the process. This dissatisfaction is because traditional employee research often defines satisfaction in terms of areas such as pay, benefits, job security and working conditions – the ‘me’ issues – but overlooks the ‘we’ issues that drive business performance.

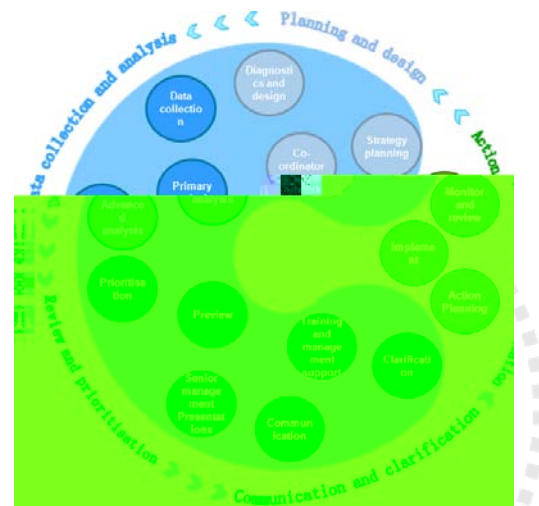
### How Can We Help

CoreCapital can help you get the most from your human capital investment by designing and delivering an employee engagement process that identifies areas that will have the greatest impact on performance. The key to our approach is the design and delivery of services that are based on a full understanding of your organisation and tailored to meet your organisation’s specific needs. These services are delivered through consultants with expertise in qualitative diagnostics, quantitative research methods and organisation effectiveness, and structured on a research based model, as showed on the next page, for developing effective interventions. Our Research and Effectiveness Model includes five phases:

- Step 1. planning and discovery
- Step 2. data collection and analysis
- Step 3. review and prioritisation
- Step 4. communication and clarification, and all underscored by
- Step 5. action planning and intervention.

### Here is a selection of our services

- employee opinion and culture surveys
- qualitative & quantitative research on employee engagement



- web-based tools for survey administration and data exploration
- benchmarking employee attitudes to national & sector norms
- linkage research to identify employee attitudes which drive customer satisfaction and business performance
- survey follow-up and action planning tools to target key business improvements
- change programme design and delivery
- communication audit, strategy development and implementation, and
- communication skills analysis and leadership effectiveness training.

### Case Study

A global oil company went through substantial restructuring and its leaders were concerned to determine what impact these changes were having on operating effectiveness and the motivation of key employee groups. CoreCapital designed and delivered a global employee engagement programme, consisting of quantitative and qualitative research. Using our global network, we involved 900 employees in 70 groups, held in 30 countries, and in 14 languages, in less than six weeks. The research identified the company-specific key drivers of commitment and performance. The research exercise was considered to be both rigorous and insightful and was instrumental in identifying actions to achieve the necessary changes.

**Call us today 400-676-1528.**

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