



tns

# DISCOVER



## Action Planning

The survey results are in - now what?

How do you know which action items to focus on to gain the greatest improvement?

What action planning strategies enhance survey effectiveness?

How should you prioritize action plans?

### Turn survey insights into meaningful change

Conducting an engagement survey is instrumental to better understanding your most valuable resource - your employees. Simply asking the right questions is not enough. A company must follow through by implementing improvements that directly address the survey results. Such actions not only show employees they have a voice in the organization, but also lead to better customer service, higher retention rates, improved productivity and increased profits.

TNS Employee Insights helps organizations develop and implement a survey process that maintains momentum through the action planning and follow-up phases. We work closely with you to understand your business strategies and survey goals so that the content, communications strategy and reports are designed to address your specific needs. Once survey data has been collected and analyzed, we can assist your managers with action planning by using tools such as report interpretation and meeting guides, best practices and a tracking website.

### Strategies for successful action planning

Our experience in developing world-class survey systems reveals three main strategies that enhance survey effectiveness and turn data into actions that have a significant impact on the business:

1. Use deeper analytic to fully understand the data and target the right improvements. These can include external and internal benchmarks, psychometric analyses, modeling, and driver and linkage analyses.
2. Involve employees in clarifying survey results, prioritizing issues and generating potential solutions.
3. Secure the support of senior leadership in setting the strategic direction, allocating resources and driving accountability throughout the process.

Once opportunities for improvement have been identified, an organization must focus its efforts and resources on those actions that will yield the greatest results. Our approach to ranking improvements aligns with leading motivational theories and promotes greater employee engagement.



**Improvement opportunities must be prioritized so the organization focuses its efforts and resources on actions that will yield the greatest results.**

**Action planning prioritization model**

Our scientifically proven approach concurs with the work of leading motivational experts and is based on a common premise: lower level needs must be satisfied before higher level ones can be addressed. This assumption is the foundation of our action planning prioritization model and translates into three tiers of needs:

**Level I - Basic**

Items that address basic job requirements such as sufficient training, adequate tools and equipment, a safe work environment, competent supervisors and feelings of value and respect are part of the basic level.

**Level II - Intermediate**

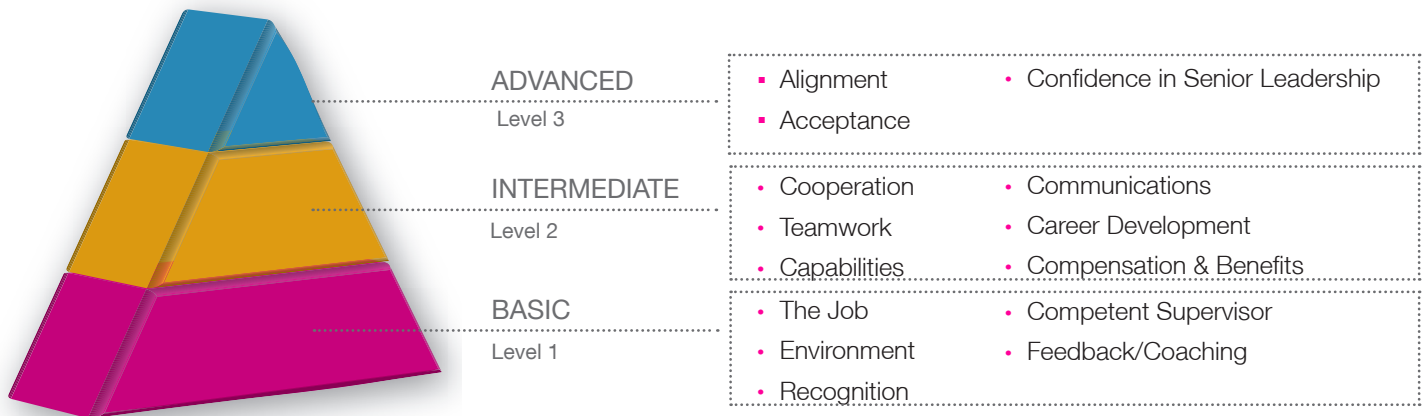
Intermediate items address employees' growth and development needs including opportunities for advancement and skill development, cooperation with other team members and sufficient involvement in work group decisions.

**Level III - Advanced**

Advanced items that address employees' organizational commitment needs such as their understanding of the company's goals and competitive strategies as well as their level of confidence in senior leadership.

Research shows that managers who do a good job of meeting basic needs (70% favorable or higher on items within Level I) have higher work group productivity, lower turnover and more highly engaged employees. Top scoring managers also tend to do a better job of fulfilling Level II and Level III items.

Our level and item reports reclassify survey results into these three tiers so managers can effectively evaluate employee engagement and prioritize their action plans for maximum organizational effectiveness.



**About TNS Employee Insights**

**DISCOVER A Changing World, New Territories, New Opportunities and Higher Business Performance**

We deliver customized employee and customer surveys that measure the vital link between employee engagement, customer satisfaction and business performance. We help large organizations identify specific attitudes and behaviors that impact their bottom lines and convert survey data into actions that enhance both employee and company performance.

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