



Graphical Summary Report Sample

Prepared for:
ABC Company
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Commitment
Culture
Communications
Compensation

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4Cs Graphical Results

- ⊕ The Insightlink 4Cs Graphical Results report is provided in an easy-to-read, presentation-ready format.
- ⊕ Unique features in the Insightlink 4Cs report include:
 - ❖ Insightlink's Employee Loyalty Matrix (example on slide 9)
 - ❖ Motivational Index (example on slide 14)
 - ❖ 4Cs Gap Evaluators: Commitment, Culture, Communications, Compensation (example on slide 13)
- ⊕ Also, key questions are benchmarked against both U.S. and Industry norms using Insightlink's annual normative database. (examples throughout)
- ⊕ When past data is available, new data is benchmarked against it to show year-over-year trending data. (example on slide 7)

For ease of analysis, when past data is the following symbols are used to indicate changes since a previous study in 'top two boxes':



and



show changes of 3 or 4 percentage points



and



show changes of 5 or more percentage points

Background and Methodology

- ⊕ This report presents the results of a survey among employees conducted on behalf of ABC Company. ABC commissioned Insightlink Communications to conduct a survey in order to gauge employee satisfaction on a number of issues, with a particular emphasis on measuring the organization's success against its strategic themes and determining the overall climate of the organization.
- ⊕ To collect the information contained in this report, 620 employees were invited to complete an online survey—a total of 556 employees completed the questionnaire, which represents a participation rate of 90%.

The background page summarizes the specifics of your study

This sample is a condensed version with only selections from an actual 4Cs Graphical Results report and “call-outs” explaining each main feature of the report slide

Note on the Results

- ⊕ All Insightlink reports are structured on the basis of our “4Cs” model of Employee Satisfaction, which categorizes most survey results into one of four categories: Commitment, Communications and Compensation. These four factors influence and sustain employee involvement. These four factors are Commitment, Communications and Compensation.
- ⊕ Most of the measures in the ABC study are based on 5-point agreement or rating scales. Wherever appropriate, summary means have been provided in addition to percentage distributions. The means are also calculated on a 5-point scale, with “1” being low and “5” being high.
- ⊕ Key benchmark norms have been included in this report to give you a performance against a norm for all U.S. employees and, where appropriate, a representative norm for High Tech/Manufacturing.
- ⊕ These benchmark norms are derived from an independent Insightlink study conducted annually among employees in the U.S. This study is based on representative samples of employees that is rigorously designed to mirror the most recent U.S. Census demographics and the U.S. Bureau of Labor Statistics industry distribution.

A brief orientation to the report, including identifying the industry norms used

Norms comparisons are highlighted for easy reference

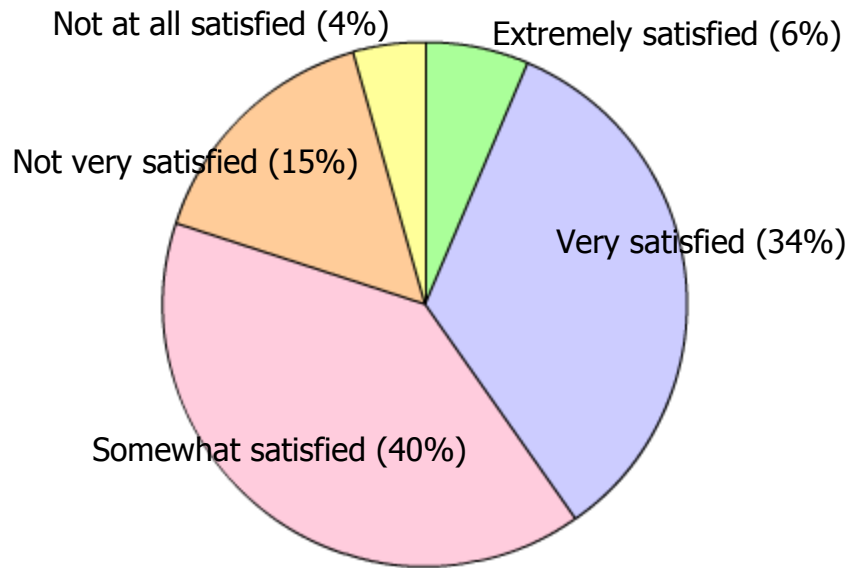
 **Green** indicates a result 5 or more points **higher** than the industry norm

 **Red** indicates a result 5 or more points **lower** than the industry norm

Each 4Cs report begins with overall satisfaction, since this is used as a basis for all further analysis

Overall Satisfaction

Overall Satisfaction



Insightlink 4Cs reports generally include both U.S. and applicable industry norms

Benchmark

	ABC	Ind.	U.S.
Extremely/ Very Satisfied:	40%	50%	54%

**Recommended
Minimum Target for
Employee Satisfaction**

65%

- Extremely satisfied (36) 6%
- Very satisfied (188) 34%
- Somewhat satisfied (221) 40%
- Not very satisfied (86) 15%
- Not at all satisfied (25) 4%

5. Overall, how would you rate your satisfaction with your job at this time?

Overall Satisfaction



Benchmark

ABC	Ind.	U.S.
41%	43%	54%

**Extremely/
Very Satisfied:**

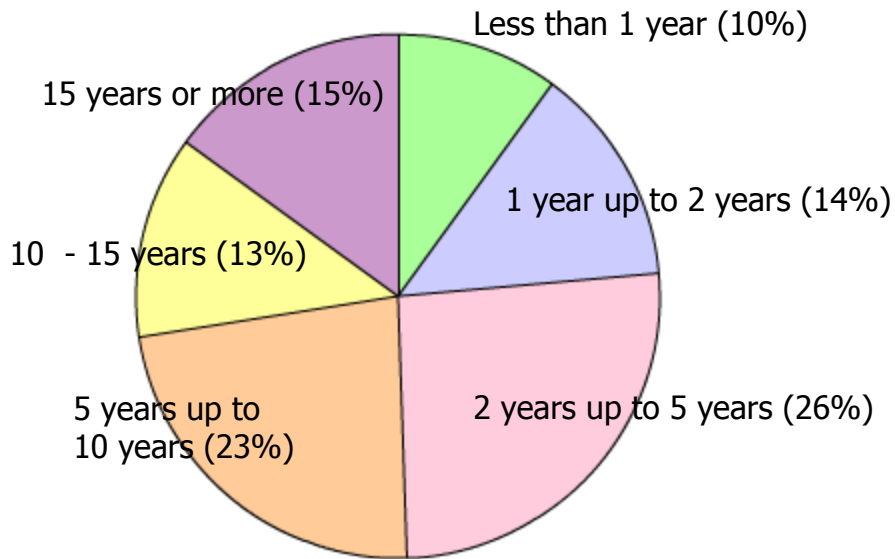
For follow-up studies, your previous results are included to show you what has changed


**Recommended
Minimum Target for
Employee Satisfaction
65%**

	2007	2006
Top 2 Box	41%	55%
Extremely satisfied (25)	7%	14%
Very satisfied (129)	34%	41%
Somewhat satisfied (157)	42%	34%
Not very satisfied (46)	12%	10%
Not at all satisfied (18)	5%	1%

5. Overall, how would you rate your satisfaction with your job at this time?

Anticipated Tenure



 Benchmark

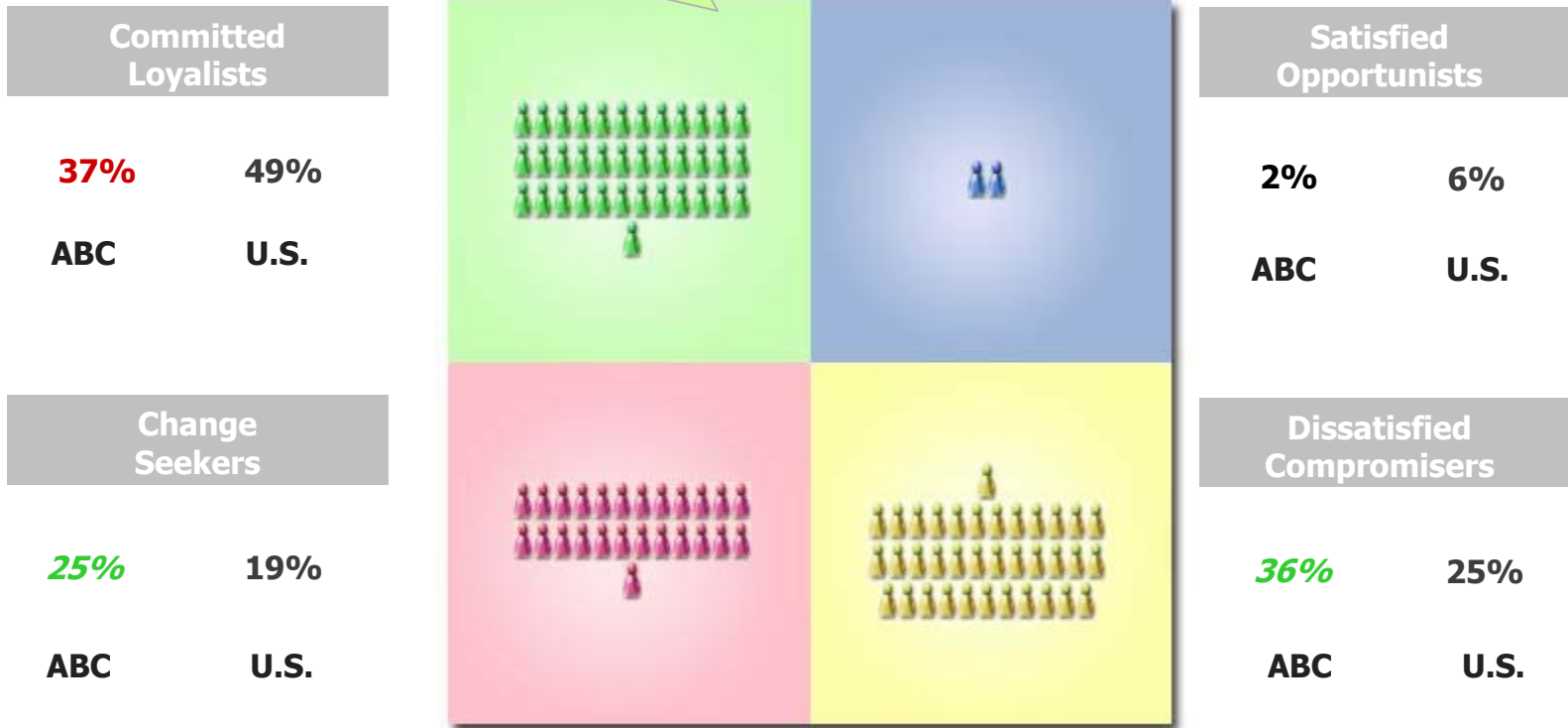
	ABC	Ind.	U.S.
Up to 2 years:	24%	32%	22%
2 years up to 5 years:	26%	20%	23%
5 years or more:	51%	47%	56%

- Less than 1 year (54) 10%
- 1 year up to 2 years (74) 14%
- 2 years up to 5 years (140) 26%
- 5 years up to 10 years (126) 23%
- 10 years up to 15 years (68) 13%
- 15 years or more (82) 15%

9. From this point on, how long do you see yourself working at this company?

Loyalty Matrix

The Loyalty Matrix is a distinguishing feature of all 4Cs reports, as it groups your employees into four distinct segments



DEFINITIONS:

- **Committed Loyalists:** Extremely/very satisfied and plan to stay 2+ years
- **Satisfied Opportunists:** Extremely/very satisfied and plan to stay < 2 years
- **Dissatisfied Compromisers:** Somewhat/not very/not at all satisfied and plan to stay 2+ years
- **Change Seekers:** Somewhat/not very/not at all satisfied and plan to stay < 2 years

Framework for Reporting

- ✦ In addition to overall satisfaction, each Insightlink 4cs Graphical Report includes a summary of your organization's:
 - ❖ Culture (examples on slides 11-13)
 - ❖ Commitment
 - ❖ Communications
 - ❖ Compensation

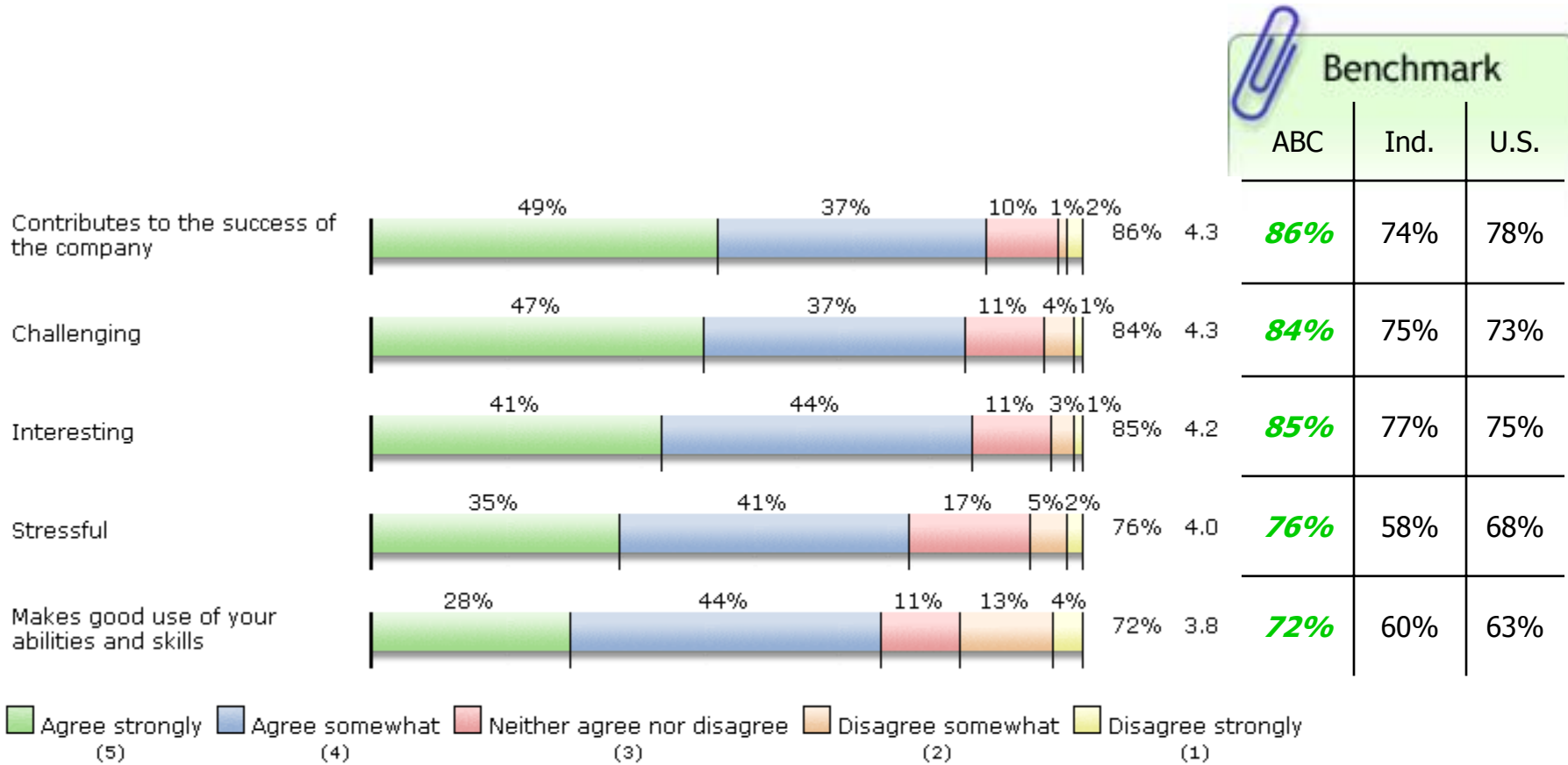




CULTURE

“Culture” is one of the longer sections of the 4Cs report since it covers so many important elements of the work experience

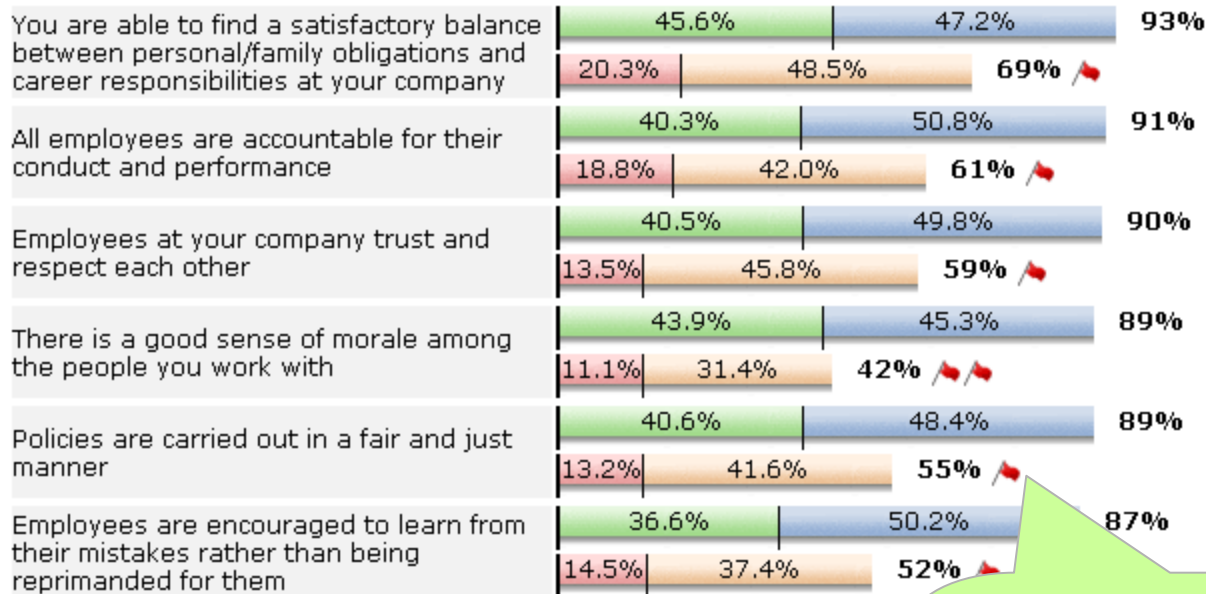
Work Profile



10. How much do you agree or disagree that each of the following describes the work that you do?

Culture Evaluator

- Importance vs. Performance -



This chart compares the stated importance of each culture attribute against your company's performance on each of the same attributes. Look for problem areas where the total performance score is significantly lower than the importance score. Red flag 🚩 indicates a gap of 20+ points.

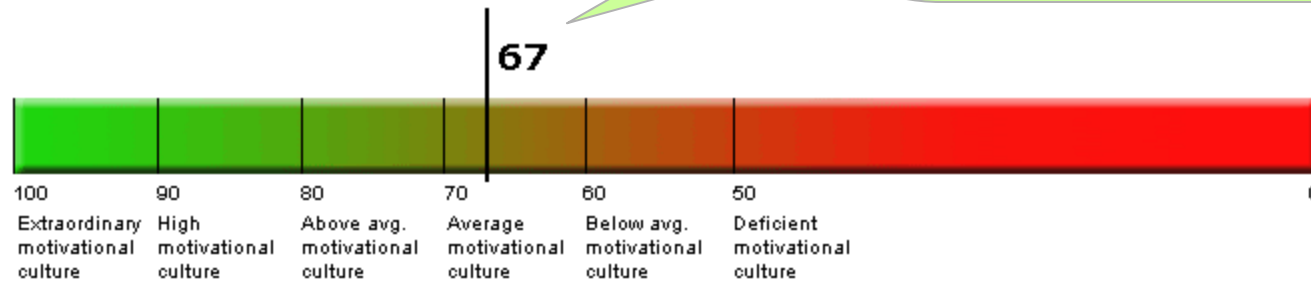
“Red flags” show differences of either 20+ or 40+ points – a good way to see what needs to be addressed first

27-31. Please rate how important each of the following statements is to you.

33-37. Please rate the performance of ABC Company by agreeing or disagreeing with each of the following statements.

Motivation Index

The Motivation Index is a summary of various ratings relative to your organization's culture



Summary

This sample is a condensed version with selections from an actual 4Cs Graphical Results report.

The main difference between the Graphical Results report and a Comprehensive Analysis is the lack of narrative throughout the report. In this report we are simply providing your results in an easy to interpret format but with no additional analysis or recommendations.

If your budget is tight, this is an excellent way to see how the 4Cs impact your organization. By using this report along with our “4Cs Action Planning Workbook”, you will have all the tools you need to analyze your results and make the right decisions.

If you have additional questions, please call us at 866-802-8095 x705
or email information@insightlink.com