



# Build a solid business case for employee engagement in a post-recession economy with HDA Engagement Solutions

*HDA measures, manages, communicates and enhances staff morale, wellness and engagement across organisations in all sectors...*

With 30 years HR consultancy experience, HDA has significant experience delivering comprehensive, creative and outcomes-focused staff engagement solutions; working in partnership with a range of world class organisations who have engaged HDA to achieve clear commercial and behavioural outcomes.

Our staff engagement, staff wellness and employer reputation solutions include: *consultancy, focus groups, bespoke online and hard copy surveys, utilising HDA's unique 4-stage, 9-Box Engagement Model®, training and facilitation events, resiliency coaching, online resource centres and employer brand collateral.*

## 9-Box Matrix Team Engagement Survey

*(See HDA's 9-Box Engagement Model® on the right)*

HDA has developed the 9-Box Matrix Team Engagement Survey, which measures the degree to which people across the organisation are 'engaged' with the objectives of the organisation; specifically the degree to which the following 9 factors key to staff engagement across the organisation need to be managed to improve employee engagement levels.

<b>PROCESS</b> The right processes are in place to support the business	<b>ROLE CHALLENGE</b> Roles are challenging, and motivating	<b>VALUES</b> Company values are clear, and are clearly subscribed to by management
<b>WORK/LIFE BALANCE</b> Workloads are full but not excessive	<b>INFORMATION</b> Line managers and CEO provide business with appropriate level of information	<b>STAKE / LEVERAGE REWARD/ RECOGNITION</b> People have significant long-term stakes, & rewards / recognition & career leverage are competitive
<b>MANAGEMENT</b> Performance objectives are clear, performance is regularly reviewed, and performance is fairly managed for ongoing improvement	<b>WORK ENVIRONMENT</b> The work environment is supportive & empowering	<b>PRODUCT</b> Products and services continue to excite and challenge

## The benefits of working with HDA

1. HDA's services are strongly outcomes-focused, with emphasis on delivering ROI;
2. HDA's services are delivered with emphasis on enhancing the employer's reputation as a diligent employer;
3. HDA takes a sponsor-empowering partnership approach in delivering projects and programmes of all sizes; managing the communication of the process via a range of innovative communication media;
4. HDA works intelligently with a range of key strategic partners to meet complex needs;

For more information, please contact **Melissa Gallagher, Client Partner & Project Manager:**  
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**DELIVERING BUSINESS SUCCESS THROUGH PEOPLE SOLUTIONS**

## Cool Blue

cautious  
precise  
deliberate  
questioning  
formal

## Fiery Red

competitive  
demanding  
determined  
strong-willed  
purposeful

## Earth Green

caring  
encouraging  
sharing  
patient  
relaxed

## Sunshine Yellow

sociable  
dynamic  
demonstrative  
enthusiastic  
persuasive

# Power of Psychometrics

## *Insights in Coaching*

**A**T HDA WE FIND that when someone has been coached effectively they experience the joy of the pieces of the jigsaw starting to fall into place. Suddenly the client is aware enough to understand their own behaviour and the impact it has on other people; they are able to see, as if through new eyes, how to deal with situations which, in the past, would have left them in a spin; and they finally begin to develop real emotional intelligence that will help them excel where once they faltered. It is a magical part of the coaching journey, and one which can take months to attain – and for some it remains elusive. So is there a way of raising self-awareness at an earlier stage of the coaching process so that more time can be spent on that piece which is going to make the biggest difference – behavioural change?

We would argue that there is a way by using high quality, proven psychometric profiling tools. We use a host of different assessments in our coaching, team and leadership development activity and one of our tools of choice is Insights Discovery®. What we find truly differentiates this tool from others is the language it uses. It is instantly meaningful and very memorable, for example, if someone was to be described as having Fiery Red energy, what attributes would you expect to see? Perhaps determined, assertive and purposeful! The language is easy to identify with and we find that when we use these terms with clients, they are instantly able to articulate what behaviour is associated with them.

And what about when a strength becomes a weakness through overuse, or by applying it inappropriately in a given situation? Or when, what one person may regard as a strength is seen as a weakness by someone at the opposite end of the colour spectrum? Well, this tool provides us with helpful language here too. It's called Bad Day energy, for example: Cool Blue – indecisive, suspicious and cold.

So does this mean people are just one of the four colour types? Certainly not! Like an artist's palette, each colour will be present but in varying degrees and it is this combination which creates our own unique blend – our personality profile.

By not labelling someone with one colour or type (as so many psychometrics do), Insights Discovery® is more accepted by our clients. They see they are unique individuals with a unique report. And isn't that how we each want to feel? So far from labelling people as a type, it becomes the key for unlocking personality. It becomes a new language which can be spoken to discover, uncover and explain different aspects of why we do the things we do. In summary it provides a short cut to self-awareness.

So how do HDA use Insights Discovery® in our coaching programmes and team facilitations?

- *To meet different client needs - by using the language of colour, the emotion often associated with providing or receiving feedback can be reduced, helping the client to be more open to listening. In this way, it can be a useful addition or alternative to 360 degree feedback*
- *To help clients see a different perspective and resolve conflict - at its core, this tool explores the differing perceptions we each have about the world. By realising that other people may have a different preference to our own, we are suddenly able to see things with a fresh perspective*
- *To promote behaviour change - it enables clients to get a measure of what is driving their behaviour and what they need to do to create the results they are looking for*
- *To help build relationships - at the heart of most relationships is the ability to communicate. By learning to speak the language of others, clients are able to adapt and connect with others in a powerful and enduring way*

Kate Turner  
HDA Senior Coach

To find out more about our coaching programmes and how we use psychometrics and assessments to enhance the process please contact Melissa Gallagher - [mag@hda.co.uk](mailto:mag@hda.co.uk)

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