

9-Box Matrix © Team engagement survey

HDA has worked for a number of years as a staff engagement consultancy, supporting organisations to maintain moral and focus during times of change and rapid organisational growth. Organisations work with HDA in this area to achieve various objectives, including, to:

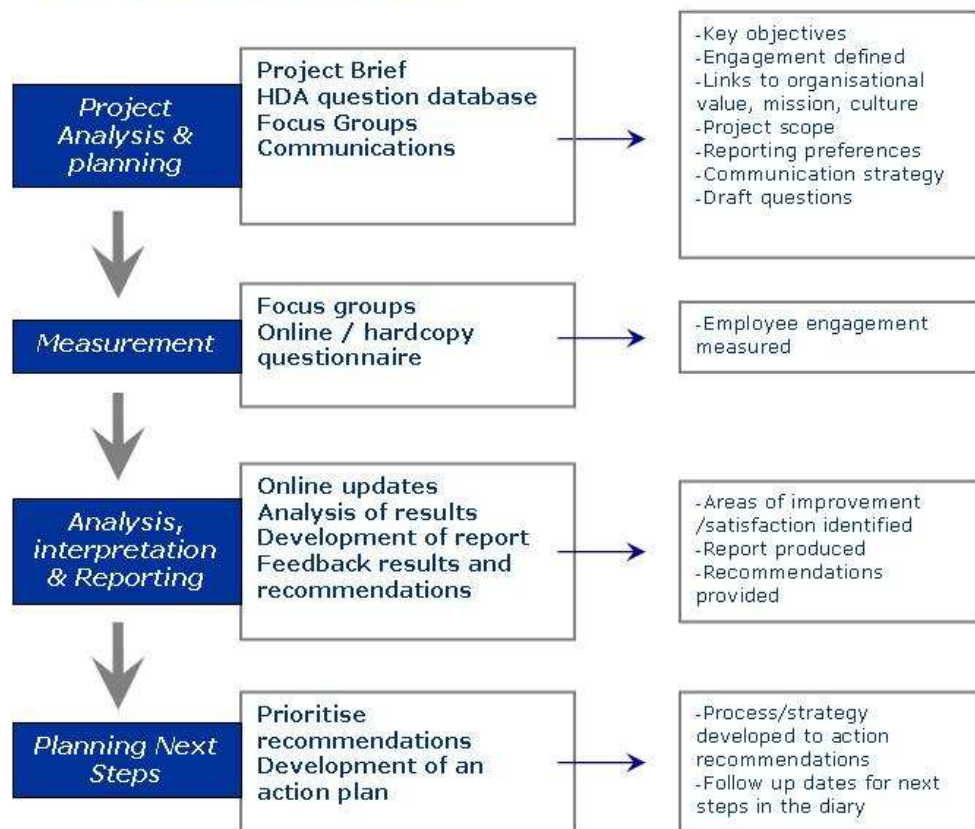
- **Build a successful employer brand**
- **Measure and enhance engagement levels**
- **Attract & retain key talent**
- **Identify & develop leaders**

Our approach

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 and the degree to which specific factors across the organisation need to be managed to improve employee engagement levels.

Our approach brings together a balanced mix of consultancy, excellent well-refined survey tools and techniques, deep analytical capability and effective reporting/action planning. The survey is a means (a measure) towards an end (organisational improvement), rather than an end in itself. With this in mind we build in time post survey to work with the organisation to develop a strategy to act on the results and implement recommendations (see fig. 2 for an outline of our typical engagement survey delivery process).

Fig. 2 – Engagement Survey Delivery



Who we work with in this area

HDA has partnered with world-class organisations like Honda UK, Honda Finance, Universal Music, MTV, Paramount Comedy and Roche Diagnostics to deliver this approach.

"We thought the service provided by HDA was great – the information we gained from the survey was really useful in improving communication and facilitating change. Our results were very positive so the survey results acted as a morale boosting tool, and the process of completing the survey definitely allowed staff a voice to get things off their chest. We thought HDA were efficient and professional when carrying out the survey and they provided very comprehensive feedback." **Heather Jones – SVP, MD – Comedy and Music, MTV Networks**

HDA