

What is the Engaged Index[®]?

Video Transcription

Hello! I'm Stacy Lake from Brand Integrity. In this video I will discuss the Engaged Index and how it is calculated. This video will work well for managers that want to build their understanding of this metric before collaborating on results with their teams.

First let me tell you the story of the Engaged Index. There are people in your organization that are positive and engaged. They go above and beyond, and solve problems rather than complain about them. If they are in a meeting with you, that meeting will go better. Their engagement is contagious.

Then, there are people that are more negative and disengaged. They aren't very likely to go above and beyond, will complain about problems rather than solving them, and will be less likely to consider the needs of your customers. This disengagement is ALSO contagious.

The Engaged Index is a measurement of which group is larger and by how much. Think of it as a tug of war – the solidly engaged employees on one side of the rope, the disengaged are on the other. What the Engaged Index measures is which group is larger – the engaged or disengaged. If everyone is pulling on the negative side of the rope? Negative 100. If everyone is pulling on the engaged side of the rope? Positive 100.

Now, not everyone in your company falls neatly into either of these categories. They may feel positive about some things and negative about others, so they aren't pulling strongly in one direction or the other. Think of them as the spectators in this cultural tug-of-war.

Let's go through **how the Engaged Index is calculated**. In the Living the Brand Assessment there are four indicators used to determine engagement. While most of the other survey indicators ask about the person's perspective of *other* employees – all four of these indicators ask about how the *respondents* are feeling on a scale of 0-10 regarding:

Their motivation to go above and beyond

Their willingness to recommend your company as a place to work

Their willingness to recommend your products and services

Their willingness to stay if offered a similar job elsewhere for slightly higher pay

Respondents that answer at least three of these four as a 9-10? are classified as Engaged (that's the positive side of the rope). Next the survey looks at the percentage of respondents that answered at least three of these four as 0-6? They are classified as Disengaged (that's who's pulling on the negative side of the rope).

Let's say for this example that 45% of people scored at least three of these four indicators with a strong positive (9 or 10). Let's say that 15% of employees scored at least three of these four questions within the 0-6 range. So now we know that 45% are feeling Engaged, 15% are disengaged, leaving 40% [neither] somewhere in between (or playing the role of spectator). For the sake of this calculation we focus on just those on the extremes [fade the 40% out of the list] because of the stronger impact they have on how it feels to work at your company.

To find the Engaged Index, we subtract the percentage engaged (45%) from the percentage disengaged (15%). This gives us **an Engaged Index of 30**. Because this is a positive number we know the group on the Engaged side is bigger than the disengaged group.

So, now you know how we calculate the Brand Integrity Engaged Index. But, what does your score mean? Is that score good or bad?!? That's the topic of another video, "Engaged Index: Interpreting a Score"

Let's review:

- **The Engaged Index is on a scale of** negative 100 to positive 100
- It is a way of measuring **which group is larger: the engaged or disengaged**

For more information, go to brandintegrity.com's Learn page or the Brand Integrity Platform's Learning Academy.