

How to Interpret the Engaged Index® Score

Video Transcription

So, your team scored a 15, or a -12, or 50 on your Engaged Index.... It's easy to get emotional over a low (or high) score. What does the score mean? Is it a good or bad score? This video will work well for managers that want to gain insight into how to interpret this metric before collaborating on results with their teams.

But, remember this is on a scale of negative 100 to positive 100. So, while, for example, a 30 would be failing in a grade school scoring system, on this scale, that score actually indicates you have at least 30% more people that are engaged than are disengaged.

Also remember that this number doesn't change the culture you have, it just gives you visibility into it. This visibility is good news because culture is influencing your business results—either positively or negative—and you now have a data point to discuss with your team and a way of measuring shifts in culture moving forward. In fact, it is the percent changes that we recommend our clients focus on when interpreting results. Regardless of what the score is, what direction is it moving?

But, let's say the score is moving down. Is that always bad news?

Well, no. A single number cannot provide the whole story of your company's current reality. Often managers will see an Engaged Index as a direct reflection of them as leaders – and while you shouldn't disregard your impact on the engagement of your group, ask yourself, what else might be influencing this score: economic factors, industry fluctuations, market conditions, etc.? The most important takeaway from the Engaged Index is not the number, but the opportunity it provides managers to converse with their people to gain perspective and get everyone focused on future success.

Whatever the score, don't let concerns or question about this number prevent you from holding a collaborative conversation with your team about the results. That is the best way to decide what the score means and is the best way to make it a better place to work and thus improve the results your company achieves.

Let's review:

- The Engaged Index is on a **scale of negative 100 to positive 100**
- The Engaged Index is **influenced by many external and internal factors**
- The **percent change** between assessments **is a great place to focus** when interpreting scores
- **The best strategy** to interpret an Engaged Index **is to talk with employees** about the score

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