

N|A|T|I|O|N|A|L

# Employee Engagement

## Checking in During COVID-19

We are in the midst of an unprecedented event. The impact of COVID-19 is being felt across the country and around the world. While we are all adjusting to our new reality and facing the pressure at home, at work, and in our communities, there is also a pressing need to make decisions that will define tomorrow.

At NATIONAL, we're here to help. We understand there are a number of challenges for businesses and organizations stemming from COVID-19, and we are here and ready to support your team and business needs.

As the pandemic has forced employers to transition your employees to working from home—potentially with augmented schedules—and to begin taking extra precautions, now is the right time to start checking in with employees. Employee engagement research is an ideal way to capture quantifiable insights in a quick and efficient way.

This survey will give employees the opportunity to provide open and honest feedback, in a confidential, yet constructive format. Engagement research has a proven track record of improving employee engagement and overall satisfaction within their role.

This approach is not meant to evaluate your leadership or overall response to COVID-19. Its purpose is to check in on employee perseverance, health and wellness, mental health, levels of anxiety/stress, communication, support, and areas of opportunity and improvement.

## METHODOLOGY

To meet your research needs, we recommend online research administered to your entire employee base. The following details outline NATIONAL's methodology:

<b>SURVEY</b>	NATIONAL will work with you to design a specific survey to meet your organization's current needs. A survey of this nature will be made up of mostly close-ended questions, with a small number of open-ended questions. The survey should include about 10–15 questions but can be expanded as needed. Surveys can be developed in both English and French.
<b>DISTRIBUTION</b>	To reach your employees, we will leverage your established communication channels. Email is the preferred approach, which maintains CASL compliance. A survey could also be distributed through social media, intranet posting, or through your website.
<b>CONFIDENTIALITY</b>	By utilizing your organizations communication channels, personal identifiers will not be shared with NATIONAL and will not be collected in the survey. Additionally, to maintain confidentiality with employees, personal identifiers will be removed from any verbatim comments, while still maintaining the integrity of the remarks.
<b>PLATFORM</b>	NATIONAL uses multiple survey platforms to meet client needs. This includes Survey Gizmo, Survey Monkey, and Survey Anyplace.
<b>INCENTIVE</b>	As a best practice approach, incentives are not recommended for employee engagement surveys. Participation in a survey should be considered an element of an employee's job requirement. If an incentive is something you choose to include, we recommend small, attainable prizes—something fitting your specific company culture.
<b>FREQUENCY</b>	Surveys can be administered on an ad hoc or ongoing basis. We recommend starting with a benchmark study in March, following up with employees as needed. During the COVID-19 pandemic, we recommend a bi-weekly check in.
<b>REPORTING</b>	NATIONAL will prepare a high-level summary of insights in a PowerPoint presentation (6–10 slides). We are able to segment results by specific employment segments, for example: management, departments, regions, or any additional segments within your organization.

## NATIONAL APPROACH

NATIONAL will be responsible for the following activities:

- Survey design
- Programming
- Data collection
- Data analysis and tabulation
- Reporting

## TIMELINE

The timeline is subject to changes based on frequency, approach, or other requirements. A specific detailed timeline will be developed following project approval.

Activities	Timeframe
Project go-ahead	
Consultation/design of survey	
Survey approved	
Programming	
Data collection	
Analysis and report preparation	
Report delivery	

## COSTING

Below is our proposed pricing for the work we'll do together. Costing is subject to change, depending on the number of employees, level of segmentation, frequency of studies, and reporting requirements.

Deliverables	Cost
Research Consultation Includes: <ul style="list-style-type: none"><li>• Kick-off session</li><li>• Survey development</li><li>• Programming, launch, and administration of the online survey</li><li>• Analysis and summarization of survey responses</li><li>• Identification of key insights, trends, and areas of opportunity</li><li>• Technology hard costs</li></ul>	\$5,500