

Employee Engagement



A NEW, PROVEN WAY TO RELIABLY ENGAGE Your Leaders and Teams.

THE PATH TO ENGAGEMENT IS FINALLY CLEAR, AND IT STARTS WITH YOUR TEAM LEADERS.

For decades, CEOs and leaders have been craving the secret to reliably increasing — and sustaining — engagement in their organizations.

But if engagement has been this important for so long, why aren't there proven tools that **consistently deliver** it?

Companies are frustrated with investing time and money into annual engagement surveys that deliver little to no actual uplift in engagement. Current annual models, flat and static, fail to provide reliable insights for organizations because engagement is and always will be fluid. Complex HCM systems that treat engagement as an abstract theoretical measure are self-serving HR, if not hurting engagement where it matters most.

Many HR leaders continue to strive for a better way, given that research has shown that employee engagement is critical to productivity and profits. But we have just been unable to find solutions that reliably target and effectively improve engagement to deliver the outcomes businesses want. **Until now.**

"A 5% increase in employee engagement is linked to a 3% increase in revenue growth in the subsequent year." — AON Hewitt, Trends in Global Engagement, 2015.

WELCOME TO STANDOUT: EMPLOYEE ENGAGEMENT.

StandOut is the cutting-edge Talent Activation solution based on 25 years of research from Marcus Buckingham, one of the world's foremost researchers on what the world's best leaders do differently.

StandOut harnesses unprecedented insights into where engagement happens (on a daily, in-the-field level) and how to predictably create and sustain more of it.

StandOut: Employee Engagement is the pathway of StandOut that focuses on measuring and increasing the engagement of employees to build more engaged and productive teams.

ASK THE RIGHT ENGAGEMENT QUESTIONS TO GET MORE OF THE ENGAGEMENT YOU WANT.

StandOut: Employee Engagement asks the engagement questions that measure the factors that most reliably predict the engagement behaviors that lead to real performance. Gone are the days of endless questions about engagement that result in zero engagement change. Rather than following outdated impersonal questions on what **might** keep people engaged, understand what **will** keep people engaged to do more of their best work.

KNOW YOUR PEOPLE'S ENGAGEMENT, WHEN YOU NEED TO KNOW IT.

If we know engagement isn't something that happens only once a year, why do we only measure it annually? With StandOut's easy Engagement Pulse deployment, trust that you can access reliable, individualized engagement data and insight exactly when you need it.

PUT CONTROL OF ENGAGEMENT WHERE RESEARCH PROVES IT MATTERS MOST: THE TEAM LEADER.

From the right foundations, StandOut targets the realities of how people actually work — a dynamic team structure — allowing team leaders ultimate flexibility in how they organize their teams as well as how and when they choose to measure the engagement of those teams.

EMPOWER LEADERS WITH PRESCRIPTIVE INSIGHT TO IMPACT ENGAGEMENT QUICKLY.

By asking the right questions, at the right time, to the right people, StandOut gives team leaders direct engagement insights with informed engagement actions — every time. This allows team leaders to move the needle on engagement, giving their people what they need in order to do more of their best work, and giving the organization the engagement improvements they want to see.

RIGHT QUESTIONS. RIGHT TIME. RIGHT PEOPLE. RIGHT ACTIONS.

StandOut reverse engineers what the best team leaders do to consistently deliver tangible engagement improvements.



70% of Employee Engagement is due to the Team Leader — Gallup, 2015.

With StandOut: Employee Engagement, leaders finally get a simple, unified solution to see more deeply into the strengths of their people and how teams are engaging, at a team and member level. Smart team insights, paired with easy access to personalized guidance, help team leaders consistently focus each team member on doing more of his or her best work.

StandOut: Employee Engagement uses what research proves are the most impactful areas for leaders and teams to focus on:



- **KNOW** StandOut helps team leaders easily identify, map, and deep dive into the uniqueness of the individuals on their teams and the strengths that are delivering results.



- **FOCUS** StandOut brings leaders the most critical element of driving productive behaviors — regular, quick, individualized moments of focus on what needs attention, when it needs attention.



- **ENGAGE** StandOut delivers a proprietary, proven method to engage leaders and teams toward breakthrough levels of growth and productivity.

Personalized Guidance Built In StandOut delivers personalized coaching based on what the world's best leaders do, seamlessly integrated into the real work your leaders are already doing. Add additional insight any time with extra coaching to accelerate action.

StandOut is a new breed of Talent solution designed to activate the hidden potential of your workforce.

It's not a mystery any more — welcome to the future of performance, today.

Contact us to learn more about StandOut and see how you can activate talent at every level of your organization.

Call 323.302.9801 or email info@tmbc.com