

REALITY-BASED ENGAGEMENT

IT'S TIME TO GET REAL.

▶ A revolutionary new approach to employee engagement.

Engagement surveys are broken.

Traditional surveys are designed to measure employee engagement and gather employee opinion. Their intended purpose is to reveal areas of strength and weakness to help management make investment and improvement decisions.

However, as many senior leaders tell us, the investments made in response to typical surveys, even after years of effort, haven't produced the intended results. Why?

These surveys all have a flaw in their logic.

Traditional engagement surveys assume that:

- 1 Every employee response is important.
- 2 Every employee opinion is credible.
- 3 Engagement alone drives results.

But research and common sense say something different.

▶ When it comes to employee engagement, most surveys fall short.

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Engagement without accountability is chaos.

Not all employees are created equal. Some employees are driving your business results and others are just collecting a paycheck. The opinions of these very different employees shouldn't be treated equally when it comes to deciding how to manage your business.

The opinions of personally accountable employees who are committed to results and seek continuous improvement are highly credible. They take responsibility for results even when they miss the mark. When these employees speak, you should listen intently to what they say.

In contrast, you may have some employees who act like entitled victims. They focus solely on what they don't have and blame others when things don't go as planned. Their opinions about how to run your business simply aren't credible and should be discounted.

The key to turning engagement into results is focusing your efforts on engaging your most valuable, accountable employees—not all employees. We can show you how.

▶ Turn up the volume
on your most
accountable employees.

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**REALITY-BASED
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Restore sanity to your engagement process.

The Reality-Based Engagement survey is where accountability and engagement connect. Our tool integrates a research-validated personal accountability assessment with an established employee engagement survey. As each employee completes the survey, they are assessed for personal accountability.

Reality-Based Engagement enables you to view your company engagement results sorted by the accountability scores of your employees. You will hear the voices and opinions of your most valuable employees loud and clear. And, you'll know that your engagement action plans are impacting the right employees to drive results.

Through our analysis, executive reporting and coaching, we'll help you understand and use this powerful information to make improvements that respond to the ideas and concerns of your most accountable employees.

Reality-Based Engagement is the approach that finally allows you to turn all of your employee engagement efforts and investments into real business results.

To learn more, visit www.bulletprooftalent.com.

Finally, an engagement survey that can deliver on its promise to improve the bottom line.

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▶ Get real about employee engagement
with Reality-Based Engagement.

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Learn more: www.bulletprooftalent.com