

The Science Behind Officevibe

A Complete Overview of Our Model

The Science Behind Officevibe

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The Science Behind Officevibe

At Officevibe, we believe the future of work is **human**.

We dream of a better world where every organization focuses on bringing out **the best in humans**.

And so, we offer a simple product to help organizations **focus on people first**.

With our product, we want to help **managers become great leaders**.

To do this, we use the science of **Employee Engagement**.

Employee Engagement is complex and goes way beyond happiness at work and cool perks. We're not going to pretend that it's simple and straightforward, but we'll explain our model in simple terms so that you can have more visibility as to how it works.

What is Officevibe?

Officevibe is an online platform that focuses on measuring and improving Employee Engagement. Our **Pulse Surveys** and **Feedback** Flows provide a quick, simple and trustworthy way to share Feedback on a continued basis, which helps foster a positive work culture and drives a high level of Engagement. Its anonymous setting creates a **safe space** in which every contributor can share their thoughts, feedback, and suggestions to improve the overall work environment.

Wondering how Officevibe enables anonymity?
Check out this [article](#).

Why Officevibe?

In a nutshell

By answering Officevibe's short Surveys on a continued basis, users are providing timely and valuable data, therefore contributing directly to their organization's culture. Engaging with Officevibe means opening the gates to open and transparent communication across the organization and building a healthy and motivating workplace where everyone can thrive, create and grow.

For managers

Officevibe provides a real-time picture of their team's engagement level and identifies strengths, opportunities, issues and challenges which they can then explore and discuss openly with their team. From scores that are presented in Officevibe Reports to written Feedback coming directly from their team members, the platform enables managers to engage into ongoing conversations in the goal of improving the work environment and team dynamics. For example, if the level of stress is a problem for the team, this will be reflected in the manager's Dashboard. By being aware of this issue,

the manager will be able to discuss it with their team members and they can then collectively take action to improve. Lastly, let's not forget that managers are employees as well. In turn, they can also share Feedback with their organization and contribute from this perspective.

For Human Resources and Upper Management

Officevibe provides an overall picture of Employee Engagement for the organization as a whole. As Officevibe functionalities allow for segmentation by groups, departments and personal attributes, the platform unlocks a deep view into organizational strengths and challenges. It also highlights possibilities for cross learnings and development opportunities across the entire organization. Moreover, being able to track evolution regularly is key to being able to adapt strategies, communications, and actions as needed. Officevibe aims to provides your organization with just that.

*Employee Engagement Surveys can't ever pretend to replace **human interaction**. An open and trust-based dialogue between people in the workplace is key to understanding team dynamics and organizational culture. Organizations therefore need to keep in mind that people don't want to invest time in something if they don't see results and notice change. However, if the objective is clear and if there's a strong commitment to continuously improve and build on feedback that is shared, participation in Surveys will rise and Employee Engagement undeniably be impacted positively.*

How Officevibe Pulse Surveys Work

Every week, users are prompted to answer 5 questions through one of our [many integrations](#).

Within this Survey Flow, every user – regardless of rank, role or title – can also share Feedback with their organization. Generally, 1 out of the 5 Survey questions will have a [follow-up question](#). This is done to generate feedback, suggestions and ideas for improvement that ultimately have a positive impact on culture and Engagement.

It's also possible to share Feedback **at any time** through the [virtual Suggestion Box](#).

In turn, managers are provided with real-time Reports that provide scores for 10 Engagement indicators, or Metrics.

Officevibe's 10 Employee Engagement Metrics

Officevibe helps organizations measure and improve Employee Engagement through a set of 10 indicators that we call [Metrics](#). This selection is based on decades of studies of the various factors that have the highest impact on Employee Engagement. Importantly, our Metrics are backed by prominent organizational development theories, and have been endorsed by world-renowned thought leaders including Deloitte, Gallup, Towers Watson and more.¹

¹ Sources are listed on [the last page](#) of this document.

The 10 Employee Engagement Metrics are:

Feedback

The *Feedback* Metric represents both the quality and the frequency of feedback that employees receive, as well as the consideration of their opinions and suggestions by the organization.

Personal Growth

The *Personal Growth* Metric represents the level of autonomy employees have, whether or not they're improving their skills and if they believe in the bigger purpose of their role.

Relationship with Manager

The *Relationship with Manager* Metric represents trust, communication and collaboration between employees and their direct manager.

Relationship with Peers

The *Relationship with Peers* Metric represents trust, communication and collaboration between peers.

Recognition

The *Recognition* Metric represents both the quality and the frequency of recognition employees receive.

Ambassadorship

The *Ambassadorship* Metric represents the level of pride employees have towards the organization and if they would recommend it to other people.

Satisfaction

The *Satisfaction* Metric represents how satisfied employees are with their compensation and benefits, their role inside the organization, as well as their overall work environment.

Happiness

The *Happiness* metric represents the employees' level of happiness at work and their satisfaction with their work-life balance.

Wellness

The *Wellness* Metric represents the level of stress employees feel at work and how they perceive the organization's efforts towards promoting healthy life habits.

Alignment

The *Company Alignment* Metric represents how employees align themselves with the organization's vision, mission and values, as well as what they think about the organization's commitment towards Ethics & Social Responsibility.

Officevibe's 26 Employee Engagement Sub-metrics

Each of our 10 Metrics contains between 2 and 3 Sub-metrics. Sub-metrics are important dimensions, or themes, that are comprised within a given Metric.

Here are our 26 Employee Engagement Sub-metrics, grouped by Metric:

Feedback

Suggestions for the Organization

Are the employees' opinions and suggestions considered by the organization?

Feedback Quality

Do employees receive high quality feedback?

Feedback Frequency

How frequently do employees receive feedback?

Personal Growth

Autonomy

Do employees have a sense of ownership, self-direction and autonomy towards their work?

Mastery

Can employees continuously improve and grow within the organization?

Purpose

Do employees see the purpose behind the work they do?

Relationship with Manager

Trust with Manager

Do employees have a trusting and respectful relationship with their direct manager?

Collaboration with Manager

Is there good collaboration between employees and their direct manager?

Communication with Manager

Are communications between employees and their direct manager of good quality and frequency?

Relationship with Peers

Trust between Peers

Do employees have a trusting and respectful relationship with their peers?

Collaboration between Peers

Is there good collaboration between peers?

Communication between Peers

Are communications between peers of good quality and frequency?

Recognition

Recognition Quality

Do employees receive high quality recognition?

Recognition Frequency

How frequently are employees recognized?

Ambassadorship

Championing

Would employees recommend the organization as a good place to work and would they be willing to recommend its product/services to others?

Pride

Are employees proud of the organization?

Satisfaction

Role within the Organization

Do employees understand their role and goals as well as how their work contributes to the organization's mission?

Compensation

Are employees satisfied with their salary and benefits?

Workplace

Are employees satisfied with their overall physical work environment?

Happiness

Happiness at Work

Are employees happy at work? Do they feel a sense of accomplishment and fulfillment from their work?

Work-Life Balance

Are employees satisfied with their work-life balance?

Wellness

Stress

Are employees stressed at work?

Personal Health

How do employees perceive the organization's commitment and actions to promote healthy life habits?

Alignment

Values

Are the organization's values reflected in people's actions and are they aligned with what employees consider important in life?

Vision & Mission

Do the organization's mission and vision motivate employees?

Ethics & Social Responsibility

Is the organization environmentally-conscious, involved in its community, and promote ethical practices?

Officevibe Questions

For every Survey Flow, questions are pulled from our database of 120 questions. Given that our approach is based on monitoring the 10 Employee Engagement Metrics, **every Survey question is linked to one of those 10 Metrics.**

How the Survey Questions were built

Our internal Organizational Development Experts teamed up with Deloitte, a leading HR consultation and research firm, to carefully craft every Officevibe Survey question. A rigorous process was employed to develop these questions.

As mentioned above, Officevibe Surveys are rooted in the 10 Employee Engagement Metrics. As such, we judiciously detailed the meaning of each of the Metrics alongside industry experts. We then dug deeper to identify what each of these Metrics should include, which resulted in the creation of the 26 Sub-metrics. Simply stated, Sub-metrics refer to the 2 or 3 most important themes within a given Metric. For example, Personal Growth's Sub-metrics are Autonomy, Mastery and Purpose.

We then developed unique questions for each Sub-metric to adequately measure each of them. Every question targets a specific aspect of the Sub-metric.

Lastly, each of the 26 Sub-metrics currently contains an average of 5 questions. Let's have a look at a few examples:

Example #1: The *Autonomy* Sub-Metric

Question 1

I am appropriately involved in decisions that affect my work.

Question 2

I feel that I am in control when it comes to the work I need to accomplish.

These two questions are different but both are relevant when it comes to measuring an employee's level of autonomy at work. The first question focuses on being involved in discussions that have an impact on our work, whereas the second question refers to the feeling of being in control and taking charge of our work.

Example #2: The *Feedback Quality* Sub-Metric

Question 1

On a scale from 0-10, how valuable is the feedback you receive?

Question 2

Is the feedback you get specific?

Question 3

When someone gives me feedback at work, it's done in a respectful way.

There are various factors that make up the quality of Feedback. Not only does it have to be valuable for the person receiving it, but it also needs to be conveyed in a respectful manner and it needs to be specific enough for the person to understand how they can improve. All these dimensions are important and deserve their unique question.

Users do have the option of skipping a question by clicking on the Skip button – however, this is not ideal as it doesn't allow for accurate and precise measurements of each of the 10 Employee Engagement Metrics. When a question truly doesn't apply to the work environment and context, skipping it is an acceptable option.

Officevibe's current Survey questions aren't set in stone. Employee Engagement is dynamic – and so are our Surveys. To ensure that our questions reflect the most recent and valid surveying techniques and that they are aligned with best practices and industry research, we regularly review our question base. We of course always [welcome feedback from our clients and community](#).

Why Survey Questions Cannot be Modified

Officevibe's Survey questions are meant to provide an unbiased measure of the level of Engagement in the workplace, and therefore cannot be modified. Moreover, it also allows Officevibe to provide benchmarks for the Engagement score and for the 10 Employee Engagement Metrics.

This said, our [Custom Poll](#) feature offers the possibility to ask tailored questions to get results and Feedback on a specific subject. This allows managers to improve their team dynamics and build upon existing strengths. It also allows managers to determine the effectiveness of organizational initiatives by opening the floor to rich discussions with their team members.

The Different Types of Survey Questions

Officevibe has various Survey question formats. This variation is meant to increase participation and explore alternative ways of collecting data. Rotating the different question types also helps with Survey fatigue.

Multiple-Choice

The Multiple-Choice question type presents a question with 4 possible answer choices.

YOUR ANSWER IS ANONYMOUS (LEARN MORE).

Do you and your peers collaborate well together?

Not at all

Not so much

A little

Yes absolutely

← Previous

QUESTIONS
4/5

Skip →

Multiple-choice Question Example

Two-Way Slider Opinion Scale

The Two-Way Slider Opinion Scale question type presents a question with a various answer options. The green circle allows the user to slide across the selection bar to find the position that best matches their answer. The image associated to the question changes as the user moves their mouse on the selection bar (5 different images are displayed). The user then clicks on the green circle or presses on the green Confirm button to confirm their answer.

🔒 YOUR ANSWER IS ANONYMOUS (LEARN MORE).

Overall, how do you feel about your level of stress at work?

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Confirm →

Two-Way Slider Opinion Scale Question Example

Opinion Scale

The Opinion scale question type presents a scale with a total of 11 positions for the respondent to choose from - 0 being the lowest score and 10 being the highest score. The labels at each extremity provide guidance on the meaning of each extreme score. In the example below, 0 equals *Very Bad* and 10 equals *Very Good*.

YOUR ANSWER IS ANONYMOUS (LEARN MORE).

On a scale from 0-10, how would you rate your organization's actions to promote employee wellness (resources, programs, etc.)?

Click to confirm

0 1 2 3 4 5 6 7 8 9 10
Very bad Very good

← Previous QUESTIONS 4/5 Confirm →

Opinion Scale Question Example

Star-rating

The star-rating question type presents 5 answer options depicted with stars. *1 star* represents the lowest score and *5 stars* the highest score.

YOUR ANSWER IS ANONYMOUS (LEARN MORE).

How would you rate the importance that your organization gives to your opinions and suggestions?

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Star-rating Question Example

Likert Scale

The Likert scale question type presents a statement and offers 5 fixed answer options: *Strongly Disagree*, *Disagree*, *Neutral*, *Agree* and *Strongly Agree*.

YOUR ANSWER IS ANONYMOUS (LEARN MORE).

The way my organization makes decisions reflects our values.

Strongly Disagree Disagree Neutral Agree Strongly Agree

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Likert Scale Question Example

Follow-up Question

Survey Flows will also generally prompt the user to provide a written feedback on one of the Survey questions. Follow-up questions aim to gather more information about the original Survey question to understand root causes behind workplace issues, identify possible improvement areas and find out what's going well so the organization can continue building on these strengths. Ultimately, the goal is to gather specific and contextual information which then enables the organization to take action and improve the work environment.

Follow-up questions are driven by the user's response to the original Survey question. An example is best to explain the logic:

Original Survey question

On a scale from 0-10, how likely are you to recommend your organization as a good place to work?

If the user answers **constructively**, Officevibe will show this follow-up question:

YOUR ANSWER IS ANONYMOUS (LEARN MORE).

On a scale from 0-10, how likely are you to recommend your organization as a good place to work?
You answered: "Very unlikely". [Edit Answer](#)

What's holding you back from recommending your organization as a good place to work?

Please be as detailed as possible! It makes it easier for your company to know exactly what to do to improve.

Anonymous ? Send Feedback

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Constructive Follow-up Question Example

If the user answers **positively**, Officevibe will show this follow-up question:

YOUR ANSWER IS ANONYMOUS ([LEARN MORE](#)).

On a scale from 0-10, how likely are you to recommend your organization as a good place to work?
You answered: "Very likely". [Edit Answer](#)

What makes you want to recommend your organization as a good place to work?

Please be as detailed as possible! It makes it easier for your company to know exactly what to do to improve.

Anonymous ?

[Send Feedback](#)

[← Previous](#) QUESTIONS 4/5 [Skip →](#)

Positive Follow-up Question Example

How Officevibe Works its Magic

In this section, we'll explain how the Survey Flow works in more detail. We'll also cover commonly asked questions such as how questions are selected and how scores are calculated.

How we Select Questions for each Survey

The first ever Officevibe Survey a user receives contains 10 questions. The logic behind this is simple: we want to populate each of the 10 Employee Engagement Metrics as soon as possible to drive data for each. Subsequent Surveys contain 5 questions.

Each Officevibe Metric and Sub-metric is weighted according to its importance in measuring Employee Engagement.

When building a Survey for a user, our algorithm selects its first question within the Sub-metric with the greatest weighting and that remains unpopulated with data in the last 30 days. The same logic applies for subsequent questions.

Officevibe Surveys **aren't pre-defined**. Surveys are built to precisely pick questions according to what needs to be measured for every unique user. **This also means that users within the same organization will receive different Survey questions each week.**

Why Questions are Repetitive

First, it's important to remember that Officevibe is based on a Pulse approach. Contrary to other surveying methods, the pulse approach aims for **frequent touch points** to understand the **real-time movement** of Employee Engagement. With this, the organization can then understand what's going on, find out if initiatives have had an impact on Employee Engagement or not, and see which Metric or Sub-metric requires attention.

Being able to track evolution is key to being able to adapt strategies, communications, and actions as needed. As such, **it's normal to see the same Survey question come back every now and then.** This enables the organization to spot problem areas early on and to take action swiftly.

This said, we're also quite mindful of Survey fatigue. Therefore, every question has an exclusivity window of 90 days. This means that for normal and regular Survey usage, if a user sees a question today, they won't be exposed to that specific question for at least 3 months – minimum. Our simulations have shown that in practice, the exclusivity window can go up to 19 weeks depending on Survey participation. **It's our sweet spot between variety and healthy repetition.**

How Scores are Calculated

Scores – whether for a Metric, Sub-metric or for the overall Engagement score – always form a weighted average of all unique user scores within a group. **Each user in a group has the same weight in the calculation of scores.**

As is the case with the eNPS, scores for Metrics, Sub-metrics and the overall Engagement score consider answers obtained in the last 3 months (90 days). Although scores are calculated over a longer period (90 days), data is collected on a weekly¹ basis, depending on the Survey frequency that is chosen. Officevibe applies a 90-day rolling average in calculating scores to allow for an accurate representation of a group users' scores.

As such, graphs do not fluctuate much. This said, any variation from a stable graphical representation, even small, **needs to be considered as a potential area of improvement.**

¹ Officevibe's Survey Frequency is set to weekly by default. Frequency can be changed to bi-weekly. More information and instructions can be found [here](#).

Officevibe Reports

The platform's Dashboard provides managers with different types of Reports. Detailed explanations for each type of Report can be found in our [Help Center](#).

For ease of understanding, we've included the below table to provide additional details as to how each type of Report is generated.

Engagement Report

PERIOD COVERED	USERS REQUIRED	REPORT UPDATES
Answers given in the last 3 months	3	Every 24 hours

Question Report

PERIOD COVERED	USERS REQUIRED	REPORT UPDATES
Answers given in the last 6 months	3	Every 24 hours

As every question has an exclusivity window of 90 days, it can take up to 6 months in a normal Survey usage for a user to see all Survey questions. This explains why the Question Report uses a 6-month timeframe rather than 3 like other Reports. The level of detail of this report is a lot more precise as we're looking at responses to specific questions rather than at an aggregate of questions as we do for the Engagement Report.

Benchmark Report

PERIOD COVERED	USERS REQUIRED	REPORT UPDATES
Answers given in the last 3 months	3	Every 24 hours

Group Comparison Report

PERIOD COVERED	USERS REQUIRED	REPORT UPDATES
Answers given in the last 3 months	3	Every 24 hours

eNPS Report

PERIOD COVERED	USERS REQUIRED	REPORT UPDATES
Answers given in the last 3 months	3	Every 24 hours

This Report is based on a specific question, which is the eNPS question: “On a scale from 0-10, how likely are you to recommend your organization as a good place to work?” The eNPS question is part of a user’s first Officevibe Survey and is then asked every three months.

Participation Report

PERIOD COVERED	USERS REQUIRED	REPORT UPDATES
Answers given in the last 30 days	N/A	In real time

This Report provides you with a real-time overview of employees’ status in the platform, as well as the percentage of active users. Officevibe considers as active a user who has either answered or skipped at least one Survey question over the last 30 days.

How Anonymity Works in Officevibe

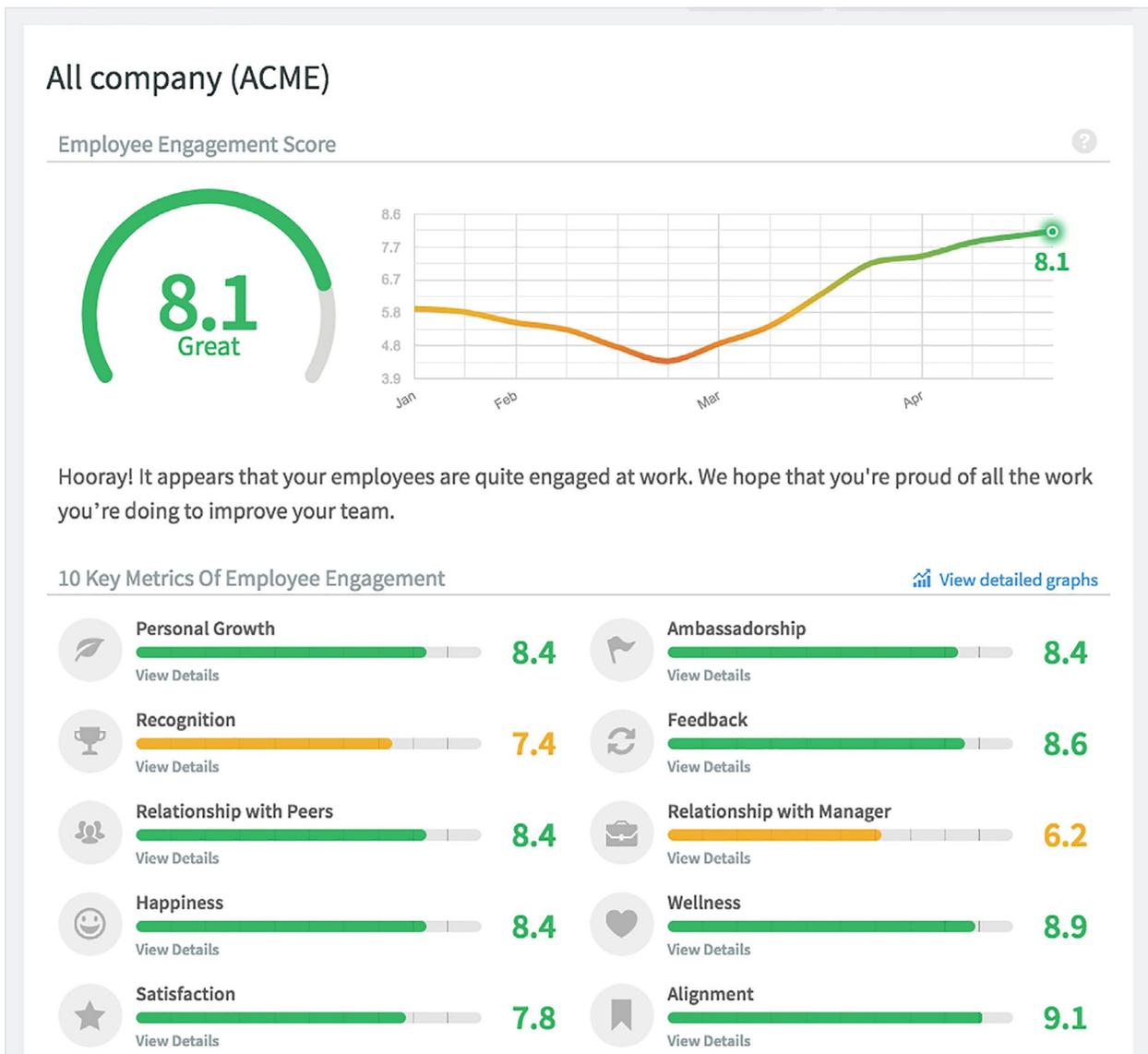
Answers to Survey Questions

We believe that anonymous Surveys provide a safe space to share our honest thoughts. To preserve user anonymity, the answers of all members of a team, for a specific subject, are aggregated and then converted into scores. These scores are presented to managers in Officevibe Reports.

Scores for the entire organization are available to all managers. However, scores and Reports for a specific group are visible only to managers who have access to view them.

The Engagement Report

The data that is collected through Survey questions is aggregated and presented to managers in a powerful, yet simple Engagement Report. Managers can't ever see a user's individual response to a Survey question – user responses are converted into scores and exposed as a group logic rather than as an individual. We then refer to these to calculate Engagement scores for each of the 10 Officevibe Engagement Metrics. These scores are what managers see in their Officevibe Reports.



This is an example of the Officevibe Engagement Report. The focus is on the overall Engagement score, and drilling down into each of the 10 Engagement Metrics.

To protect user anonymity, Reports are not visible to managers if the group contains fewer than 3 participants. Moreover, regardless of the size of the group, **a score for a Metric or Sub-metric is only visible when there are at least 3 responses from 3 distinct users over the last 3 months.**

Again, this rule is meant to better protect user anonymity and create a climate of trust within the team.

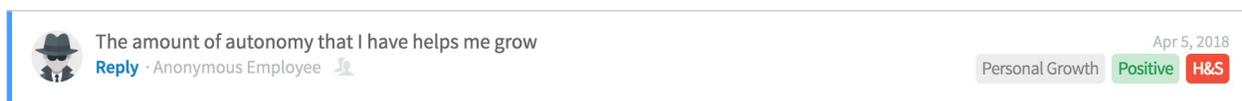
The Feedback Report

As mentioned previously, one of the Survey questions is open-ended, giving the user the opportunity to share written Feedback on various topics. If they want to express their thoughts on a specific matter, they can do so by using Officevibe's virtual Suggestion Box.

Whether Feedback is shared through a follow-up question, the virtual Suggestion Box or in response to a Custom Poll¹, users have the option **to choose if they want to be anonymous or not.**

It's important to know that Feedback is **anonymous by default** in Officevibe. Users can change the setting to show their identity if they wish to do so, for every piece of Feedback they share.

Managers see Feedback listed in a Feedback Page and present only Feedback they're allowed to see. They see that it comes from Anonymous Employee unless the user chooses to have their name displayed. Whether anonymous or not, a Feedback can be replied to by any manager who has access to it.



This is an example of Feedback shared in Anonymous mode.

¹ Custom Polls present questions that are written by the organization and sent by the organization or by a manager. These questions, which are specific to the organization, are added after regular Officevibe Survey questions or sent separately.

officevibe Go Premium Referral Help Helen Smith

Employee Feedback - Surveys Filters Export...

ACME (My Groups) 26 feedback matching current filters April 12 2018 Mark all as read

- Setting up a mentoring program, where employees could partner up to share knowledge would be great Apr 8, 2018
Reply (1) · Anonymous Employee Personal Growth Constructive DONE
- Help me grow in my career Apr 8, 2018
Reply (1) · Anonymous Employee Happiness Constructive DONE
- Offer healthier snacks in the kitchen Apr 5, 2018
Reply (1) · Jason Daniels Wellness Constructive Culture URGENT
- The amount of autonomy that I have helps me grow Apr 5, 2018
Reply · Anonymous Employee Personal Growth Positive H&S

This is what a manager's Feedback Report looks like. It can contain both anonymous and non-anonymous Feedback.

FEEDBACK CONVERSATION

What can your organization do better to encourage peers to give each other recognition?
 Officevibe asked this question on Apr 1, 2018

There is a lot of individual praising, but not that much team or department recognition.
 Anonymous Employee · Apr 1, 2018

Thank you for sharing this very insightful feedback!
 What do you think would be the best way to recognize team-wide or department-wide efforts and accomplishments? Also, what do you think would be the best frequency to do this?
 Looking forward to your response!
 You (Helen Smith) · May 2, 2018

Type your reply here...

In this screenshot, you can see that the employee's comment is anonymous but the person responding to the comment – their manager – is not and will never be.

The different types of Feedback and Rules

As rules are slightly different for each type of Feedback, those coming from a follow-up question or the Suggestion Box are displayed in one section of the platform and those coming from a Custom Polls are displayed in another section.

Anonymity rules can definitely be a dry read (trust us, we've been there!), so we did our best to break it down in the most digestible and simple manner.

The guiding principle behind these anonymity rules is to provide access to a maximum amount of Feedback to allow management to take action while still protecting user anonymity. It's a balancing act.

Feedback from Follow-up questions and the Suggestion Box

Anonymous Feedback coming from a follow-up question or the Suggestion Box is only visible **if a group is composed of at least 5 users.**

If an anonymous Feedback has already been viewed and the group falls below 5 users, it will remain visible as this constitutes an ongoing conversation. This said, any new anonymous Feedback that is given will be hidden as long as the group is not composed of 5 users. Finally, Feedback that is non-anonymous is always visible.

Feedback from Custom Polls

Anonymous Feedback coming from a Custom Poll is only visible **when the Custom Poll targets¹ at least 5 users.**

If an anonymous Feedback has already been viewed and the target group falls below 5 users, it will remain visible as this constitutes an ongoing conversation. However, any new anonymous Feedback will be hidden until the target group reaches 5 users. Finally, Feedback that is non-anonymous is always visible.

¹ The target includes all current users of the group targeted by a Custom Poll as well as any user who answered the Custom Poll but who is no longer part of the target group (the user would have answered the Custom Poll before leaving the group, thus being part of the target group).

Conclusion

Research has proven repeatedly that high levels of Employee Engagement lead to increased productivity.

What's more, high levels of Employee Engagement generate:

- Increased quality (either of service or product)
- Increased levels of passion and quality of work produced – which often leads to innovation
- Improved employee retention (which in today's market is a huge advantage)
- Increased overall profitability

If you're looking for more information as to why Employee Engagement is important, and to find out where you should focus your efforts to get maximum results, be sure to check out [this article](#).

*Remember – no one likes empty promises. Embarking on the adventure of measuring and improving Employee Engagement requires **trust, openness, commitment and action.***

You have questions? Please check out our [Help Center](#) or send us a note at support@officevibe.com

Sources and references used in building and validating the Officevibe Model:

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