



## **Graphical Summary Report Sample**

Prepared for:  
Your Company  
Month/Year

### **Insightlink Communications**

80 S. Lake Ave., Suite 680 Pasadena, California 91101 USA

T: 626-395-9429 E: [info@insightlink.com](mailto:info@insightlink.com) Web: [www.insightlink.com](http://www.insightlink.com)



## WHAT TO EXPECT IN A 4Cs GRAPHICAL SUMMARY REPORT

The Insightlink 4Cs Graphical Summary Report is provided in an easy-to-read, presentation-ready format, with both graphical representation for each survey question.

Unique features in the Insightlink 4Cs report include:

1. Insightlink's Employee Loyalty & Engagement Matrix (example on slide 10-11)
2. Motivation Index (example on slide 16)
3. Insightlink 4Cs Gap Evaluators: Commitment, Culture, Communications, Compensation (example on slide 15)

Also, key questions are benchmarked against both U.S. and Industry norms using Insightlink's proprietary normative database. (examples throughout)

When past data is available, new data is benchmarked against it to show year-over-year trending data. (example on slide 7)



## Background and Methodology

This report presents the results of a survey among employees conducted on behalf of ABC Company. ABC commissioned Insightlink Communications to conduct a survey in order to gauge employee satisfaction on a number of issues, with a particular emphasis on measuring the organization's success against its strategic themes and determining the overall climate of the organization.

To collect the information contained in this report, 432 employees were invited to complete an online survey—a total of 389 employees completed the questionnaire, which represents a participation rate of 90%.

This sample is a condensed version with only selections from an actual 4Cs Graphical Analysis report and callouts explaining each main feature of the report slide

## Note on the Results

All 4Cs reports start with a brief orientation to the report, including identifying the industry norms used

All Insightlink reports are structured on the basis of our “4Cs” model of Employee Satisfaction, which categorizes most survey results into one of four factors that influence and sustain employee involvement. These four factors are: Culture, Commitment, Communications and Compensation.

Most of the measures in the ABC study are based on 5-point agreement or rating scales. Wherever appropriate, summary means have been provided in addition to percentage distributions. The means are also calculated on a 5-point scale, with “1” being low and “5” being high.

Key benchmark norms have been included in this report to give context for ABC’s performance against a norm for all U.S. employees and, when available, against a representative norm for High Tech/Manufacturing (*i.e. the industry classification of your choice*).

These benchmark norms are derived from an independent Insightlink study conducted annually among employees in the U.S. This study is based on representative samples of employees that is rigorously designed to match the most recent U.S. Census demographics and the U.S. Bureau of Labor Statistics industry distribution.

A brief orientation to the report, including identifying the industry norms used



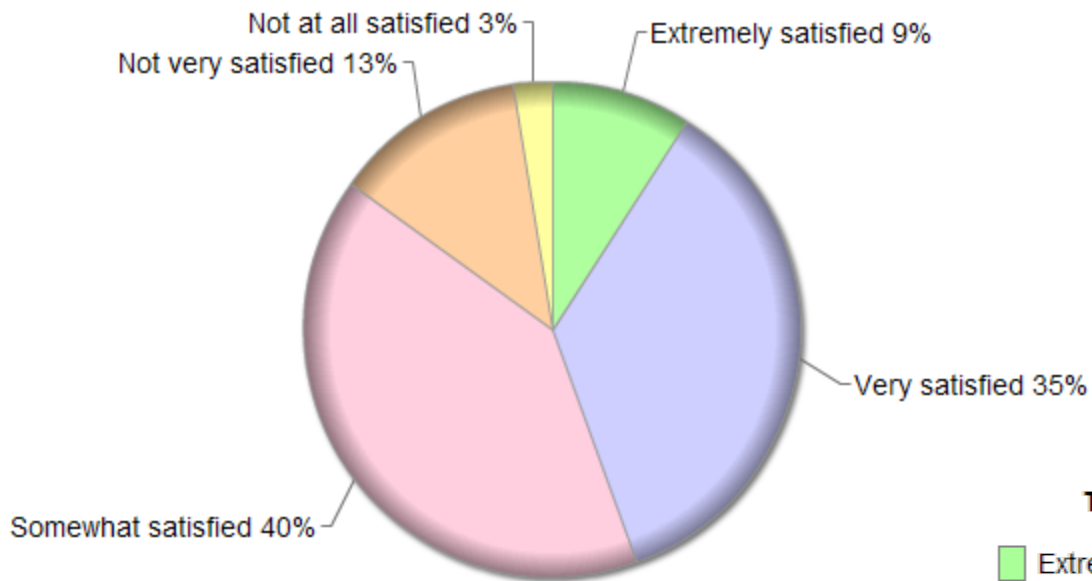
Each 4Cs report begins with overall satisfaction, since this is used as a basis for all further analysis

## Overall Satisfaction

---



# Overall Satisfaction



**Recommended  
Minimum Target for  
Employee Satisfaction**  
**65%**

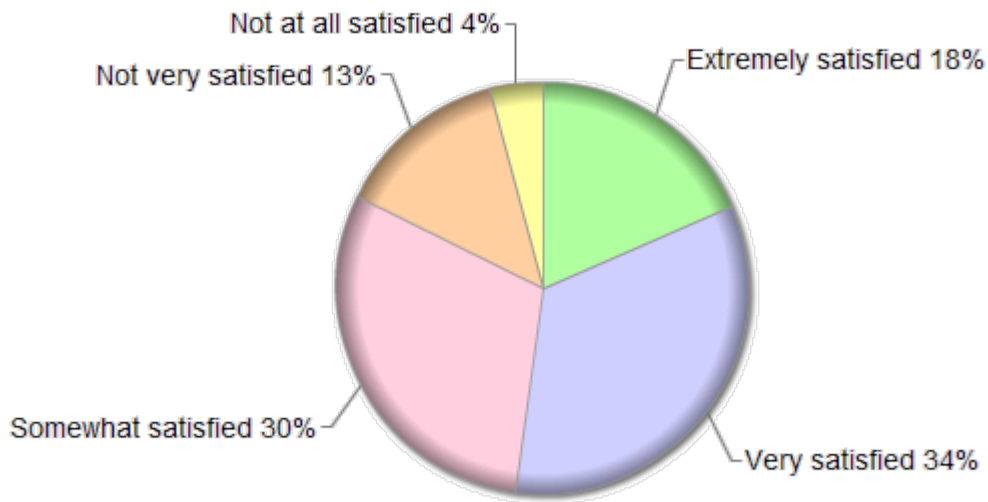
	2009	Benchmark	
		Industry NORM	U.S. NORM
<b>Top 2/Positive:</b>	<b>44%</b>	<b>53%</b>	<b>56%</b>
Extremely satisfied (69)	9%	13%	18%
Very satisfied (264)	35%	40%	38%
Somewhat satisfied (303)	40%	31%	31%
Not very satisfied (94)	13%	11%	9%
Not at all satisfied (19)	3%	4%	3%

arrows show differences of +/- 5 points from industry norm

5. Overall, how would you rate your satisfaction with your job at this time?



# Overall Satisfaction



For follow-up studies, your previous results are included to show you what has changed

	2009	Ind. NORM	U.S. NORM	2008
<b>Top 2/Favorable:</b>	<b>52%</b>	<b>62%</b>	<b>56%</b>	<b>43%</b>
Extremely satisfied (22)	18%	21%	18%	14%
Very satisfied (40)	34%	41%	38%	29%
Somewhat satisfied (36)	30%	26%	31%	37%
Not very satisfied (16)	13%	9%	9%	15%
Not at all satisfied (5)	4%	3%	3%	4%

arrows show differences of +/-5 points from 2008

5. Overall, how would you rate your satisfaction with your job at this time?

# Overall Satisfaction By Department

Selected findings by group or department in comparison to the total can be useful in pinpointing problems

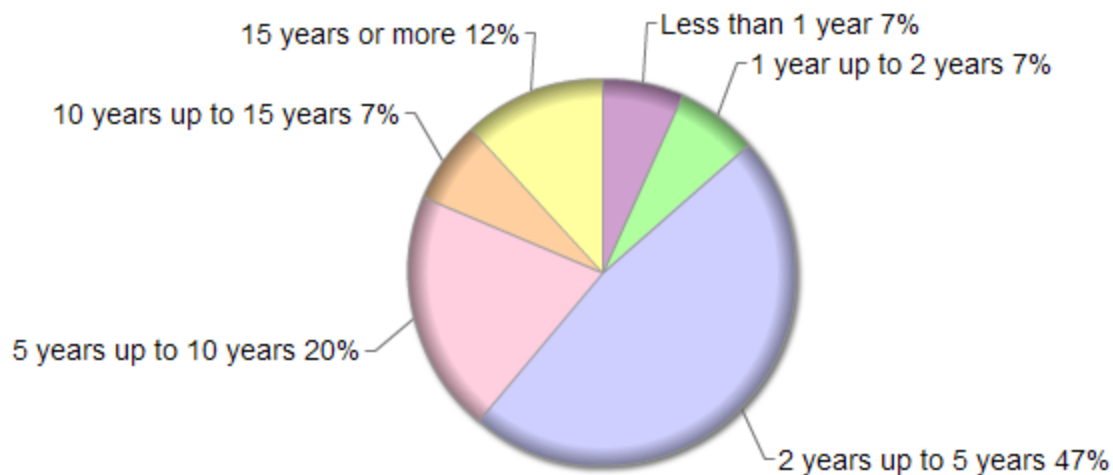
	TOTAL	Leadership	Accounting	Operations	Shipping	Engineering
The people you work with/your co-workers	86%	88%	100%	72%	67%	100%
Your immediate supervisor	76%	88%	33%	92%	33%	40%
Your department's manager	75%	83%	33%	91%	67%	40%
Your opportunity to make suggestions and be involved in your work	71%	88%	67%	54%	33%	80%
The number of hours you usually have to work	62%	50%	100%	73%	67%	40%
The overall work environment/culture at this organization	51%	63%	67%	63%	33%	20%
Your opportunity to learn new skills and grow	47%	58%	33%	45%	33%	60%
The Leadership Team	46%	63%	100%	42%	33%	20%
The amount of ongoing training and development you receive	45%	85%	33%	45%	0%	20%
Your opportunities for advancement	37%	57%	33%	45%	0%	20%
The level of reward and recognition at this organization	33%	71%	33%	36%	0%	0%

Note: **Green** indicates scores 5 or more points higher than total. **Red** indicates scores 5 or more points lower than the total.





# Anticipated Tenure



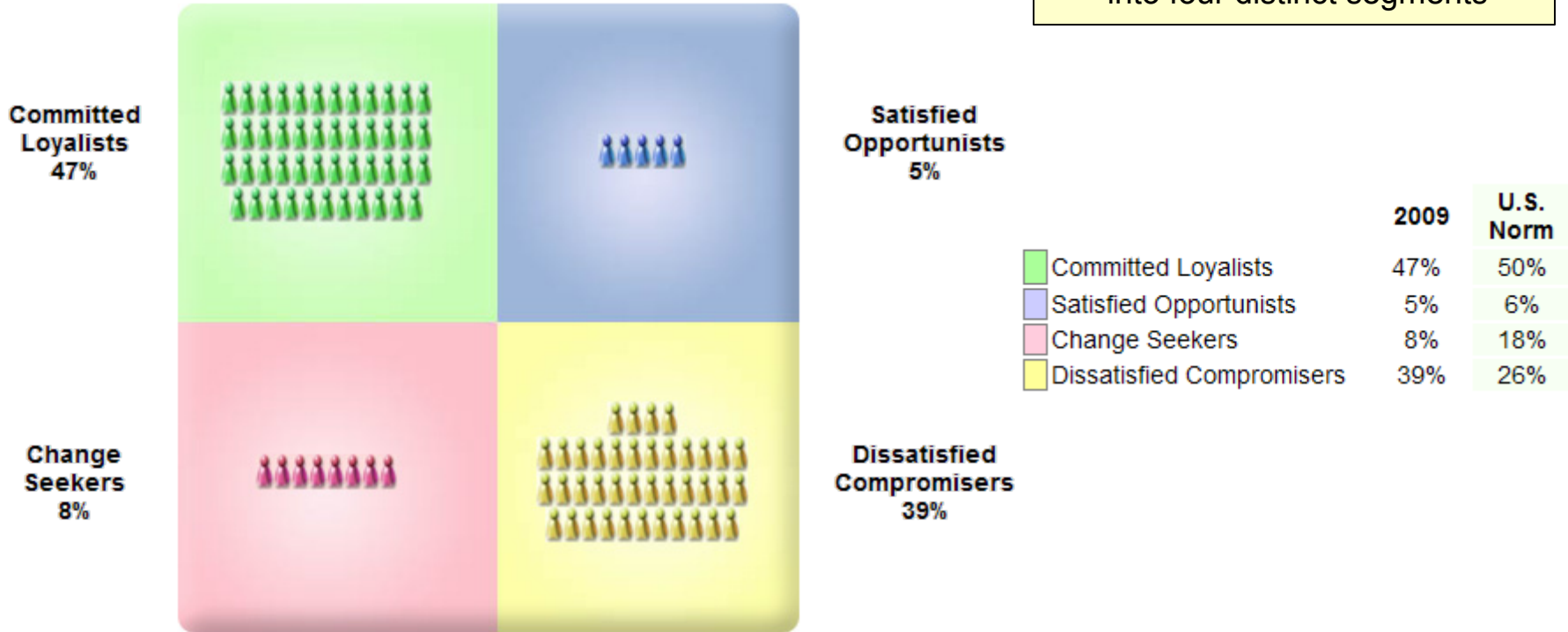
Less than 1 year (4)	7%
1 year up to 2 years (4)	7%
2 years up to 5 years (28)	47%
5 years up to 10 years (12)	20%
10 years up to 15 years (4)	7%
15 years or more (7)	12%

**2009**

	<b>Ind. NORM</b>	<b>U.S. NORM</b>
Less than 1 year (4)	13%	9%
1 year up to 2 years (4)	14%	11%
2 years up to 5 years (28)	28%	20%
5 years up to 10 years (12)	15%	17%
10 years up to 15 years (4)	10%	9%
15 years or more (7)	18%	16%

# Loyalty & Engagement Matrix

The Loyalty & Engagement Matrix is a distinguishing feature of all 4Cs reports grouping employees into four distinct segments



**DEFINITIONS:**

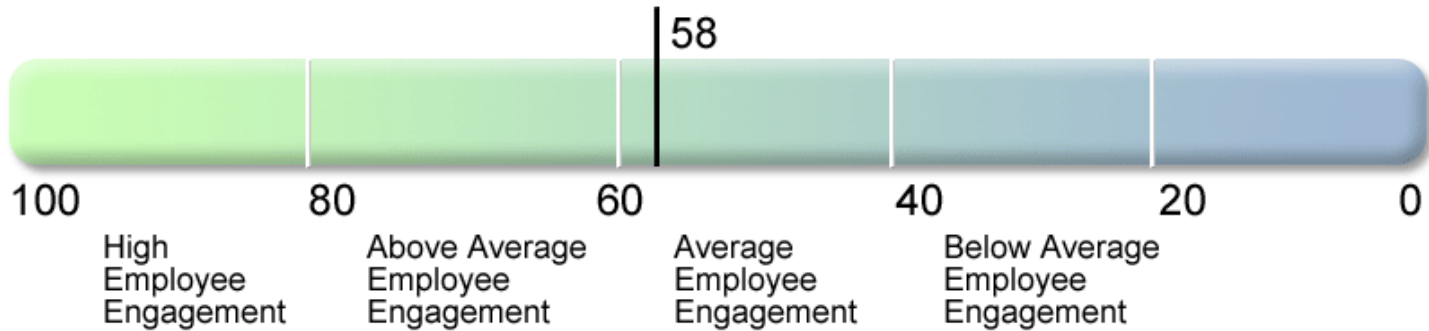
**Committed Loyalists:** Extremely/very satisfied and plan to stay 2+ years

**Satisfied Opportunists:** Extremely/very satisfied and plan to stay < 2 years

**Dissatisfied Compromisers:** Somewhat/not very/not at all satisfied and plan to stay 2+ years

**Change Seekers:** Somewhat/not very/not at all satisfied and plan to stay < 2 years

# Employee Engagement Index



Insightlink's Engagement Index is a straightforward single-number score that reflects an organization's success at engaging their workforce and compares the average (calculated on a 0-100 scale) to a benchmark norm. The benefits of increasing the Engagement Index include improved morale and job satisfaction, enhanced productivity, greater competitiveness and higher revenues, as well as decreased employee stress, less absenteeism, reduced turnover and fewer costs related to turnover.



## Framework for Reporting

In addition to overall satisfaction, each Insightlink 4Cs report includes a summary of your organization's:

1. Culture (sample on pages 13-16)
2. Commitment
3. Communications
4. Compensation





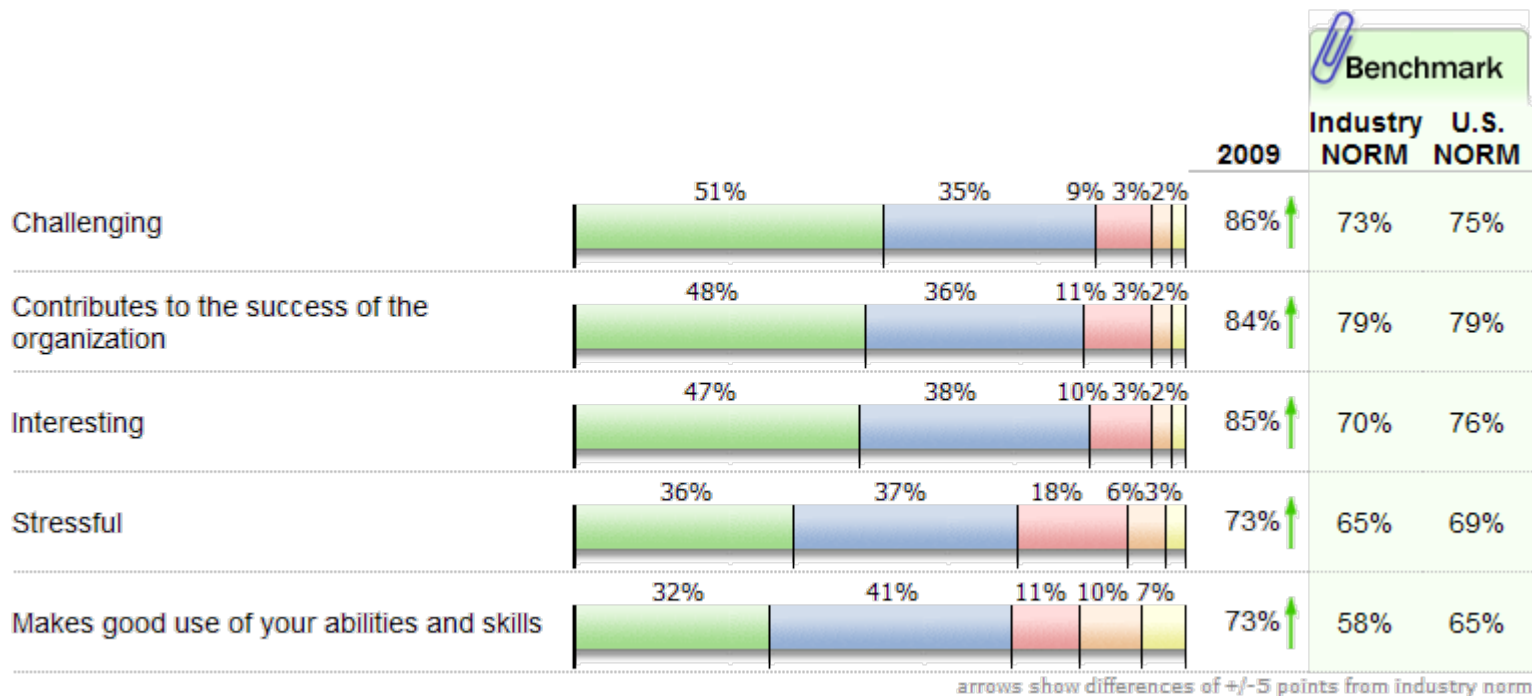
# CULTURE

---

“Culture” is one of the critical sections of the 4Cs report since it covers so many important elements of the work experience

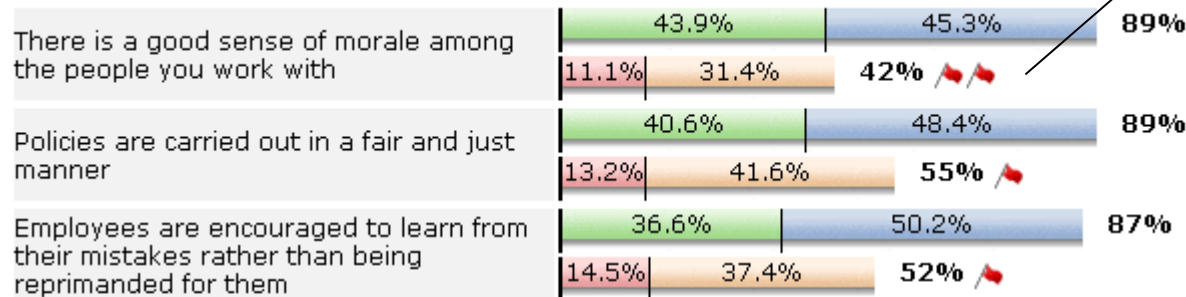


# Work Profile



# Culture Evaluator

- Importance vs. Performance -



“Red flags” show differences of either 20+ or 40+ points – clearly showing what needs to be prioritized.

This chart compares the stated importance of each culture attribute against your company's performance on each of the same attributes. Look for problem areas where the total performance score is significantly lower than the importance score. Red flag indicates a gap of 20+ points.



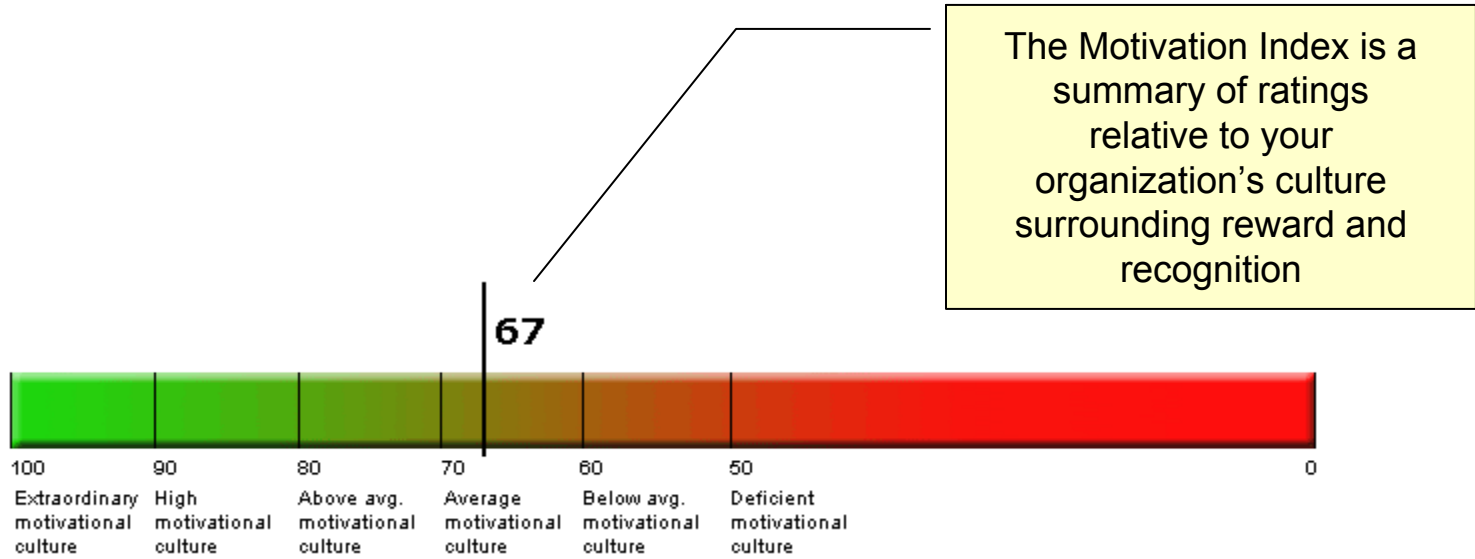
CULTURE	2009 Gap	2008 Gap	2007 Gap
You find that the tools, training and technology provided by this organization consistently give you what you need when you need it	11%	11%	12%
The people you work with demonstrate a sense of team spirit and helpfulness	11%	7%	6%
Creativity and innovation are rewarded at this organization	10%	9%	7%

Trending will show differences in the importance vs. performance gaps over time.

27-31. Please rate how important each of the following statements is to you.

33-37. Please rate the performance of ABC Company by agreeing or disagreeing with each of the following statements.

# Motivation Index







This sample is a condensed version with only key selections from an actual 4Cs Graphical Summary report.

The main difference between the Graphical Summary report and a Comprehensive Analysis is the lack of narrative throughout the report. In this report we are simply providing your results in an easy to interpret format but with no additional analysis or recommendations.

If your budget is tight, this is an excellent way to see how the 4Cs impact your organization. By using this report along with our “4Cs Action Planning Workbook”, you will have all the tools you need to analyze your results and make the right decisions.

If you have additional questions, please call us at 626-395-9429 x705  
or email [information@insightlink.com](mailto:information@insightlink.com)