



 **Engage  
for better  
business  
performance**

The app that employee engagement  
has been waiting for

**Call: +44 (0) 33 3014 3238**  
**Visit: [www.theengagementworks.com](http://www.theengagementworks.com)**



## Engage to deliver better business performance

Engage is the next-generation employee engagement app:

Maximise workforce effectiveness and efficiency for greater productivity and profit

Get everyone working towards common goals

Retain and motivate people

Deliver change faster

Demonstrate ROI on your events and internal communication campaigns

Engage

Great work is done by people who are not afraid to be great.  
Fernando Flores

My Bio

Take the quiz

Work mood

on the street

My understanding

Notifications

## Engage to make a big difference

**Against the backdrop of increasingly demanding business challenges, the case for engaging your people in achieving your organisation's goals has never been stronger.**

Thankfully, as more and more employees become avid and empowered social media users, and anytime/anywhere mobile connectivity is a given, there's a powerful new way to move the engagement needle: employee engagement apps.

The challenge is to harness the technology to create crystal clarity about the things that matter to your organisation and your people – and avoid adding to the clutter of information in our working lives.

That's where Engage comes in. A groundbreaking, highly interactive employee engagement app, Engage delivers the insights, information and intelligence you need to engage your people – direct to your laptop, desktop or smart device and all in real time.



## Engage with your business challenges



### Create greater focus

Easily track how well your people really understand your key messages, by role, function, site, etc. over time, so you know where you are getting through and where you are not



### Connect more effectively

Simply tune in to what your people are actually talking about via our innovative 'word on the street' informatics to help you position your communications and align your stakeholders



### Monitor the mood

Get up-to-the-minute insights on how your people feel, for example as your change programme gathers pace, to enable you to address the hotspots



### Make better decisions

Harness concrete data to quickly and accurately target your activities, human resources and budget in real time – not when it is all too late



### Drive direct feedback

Hear about the challenges at the coalface and recommendations for improvement, openly, honestly and without being edited through the ranks, so you can choose the action to take



### Recognise excellence

Use the intelligence that Engage delivers to thank and / or reward colleagues, highlight best practice and reinforce the behaviours that you want to see in your business

## Engage with ease

- *Customise the app for your company, change project or campaign*
- *Access anytime, anywhere through your mobile device, laptop or desktop*
- *Keep your finger on the pulse*
- *See the big picture of engagement and then drill down for the detail*



Engage in a scenario...

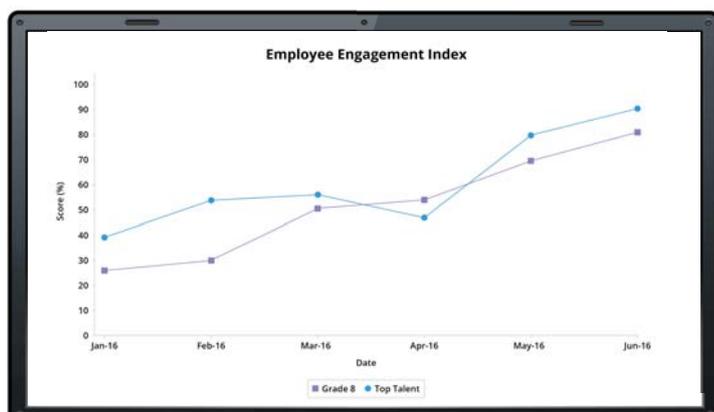
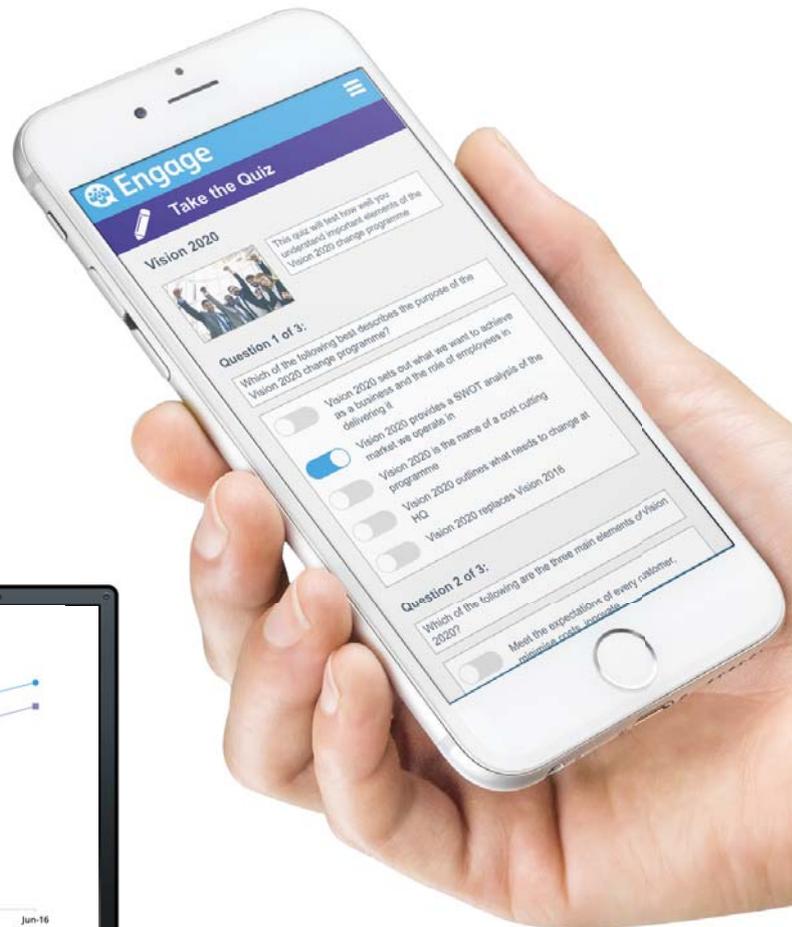
# Make sure key messages are truly getting through

Whether you want to ensure your global communication campaign is making an impact in every corner of your world, or that your conference messages flew off the stage and landed successfully in the business, or that your change programme is delivering, Engage can help:

- Track engagement across the organisation and by role, business unit, function, site, country, length of service etc.
- Identify areas with highly engaged employees so you can learn from what's going well
- Measure how well people understand, retain and act on messages – before and after a comms activity such as a conference or change programme
- Identify your most successful activities and those that fall flat so you can do more of what works and ditch what doesn't
- Target your resources to maximise return on investment in employee engagement

## Engage Features

- *Real-time stock exchange-style indices show engagement over time and across business areas and user types*
- *Configurable filters help you decide how to view and drill into data*
- *Multiple-choice knowledge test set-up*
- *Instant results help you pinpoint areas of high and low engagement*



Engage in a scenario...

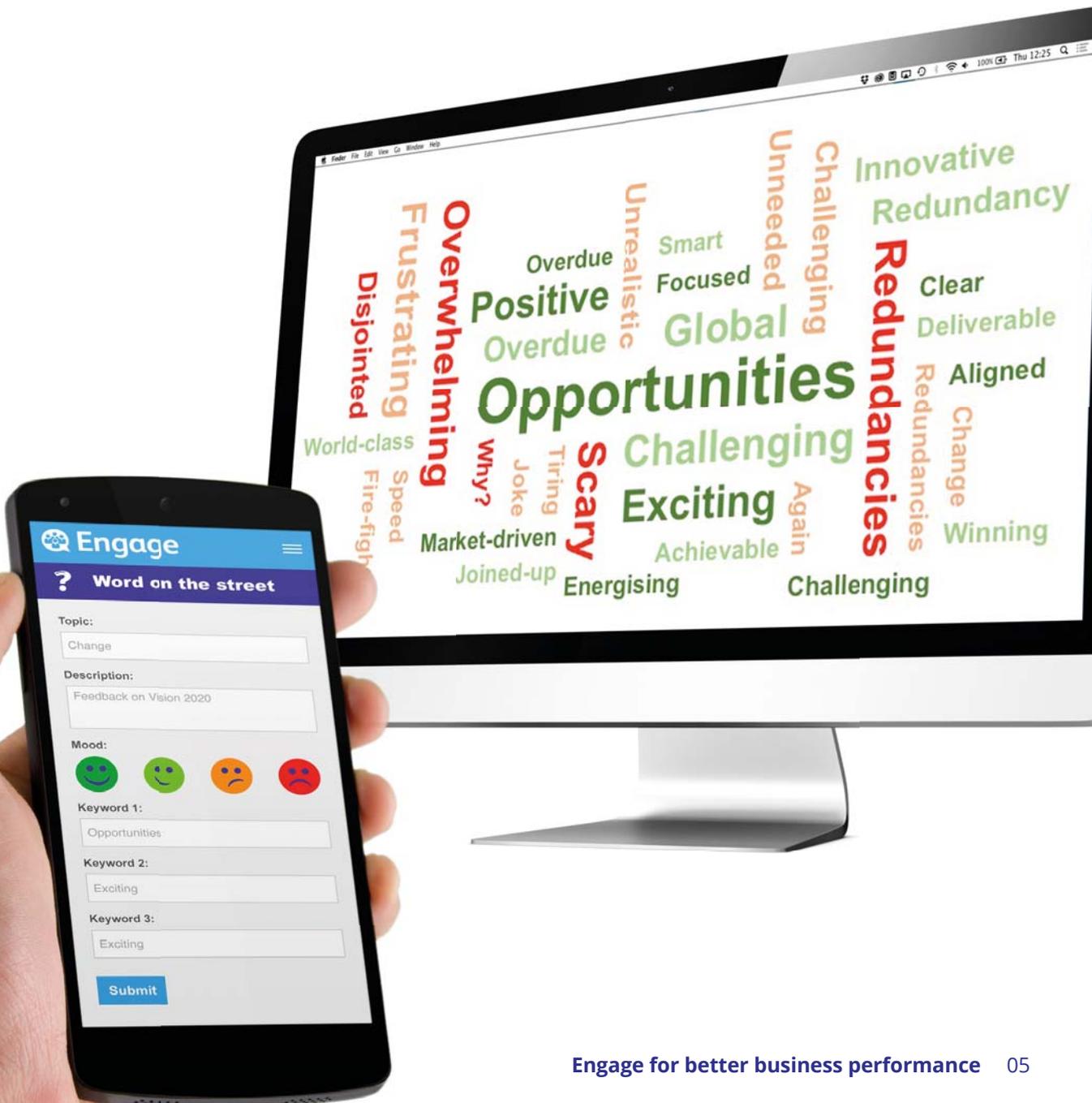
# Tune in to what people are really talking about

The gap between the corporate agenda and what is really going on in the business needs to be understood and closed if your organisation is to achieve its full potential. Engage can help you by providing up-to-the-minute insights in innovative informatics:

- Check out the 'word on the street'. What's really being said at the watercooler and in the canteen line?
- Gain valuable insights into the mood of the organisation
- Get the real story – nothing gets lost or sanitised as it goes up through the ranks
- Drive up trust and transparency
- Provide a direct line to leaders
- Demonstrate that you are listening and learning

## Engage Features

- *Intuitive mobile screens for users to provide candid views and indicate current mood*
- *Anonymity option for those who don't want to be identified but still want to give valuable feedback*
- *Mood Cloud informatics provide instant picture of top employee concerns and organisational mood on each*
- *Full report of all responses so you can dig into the detail*



Engage in a scenario...

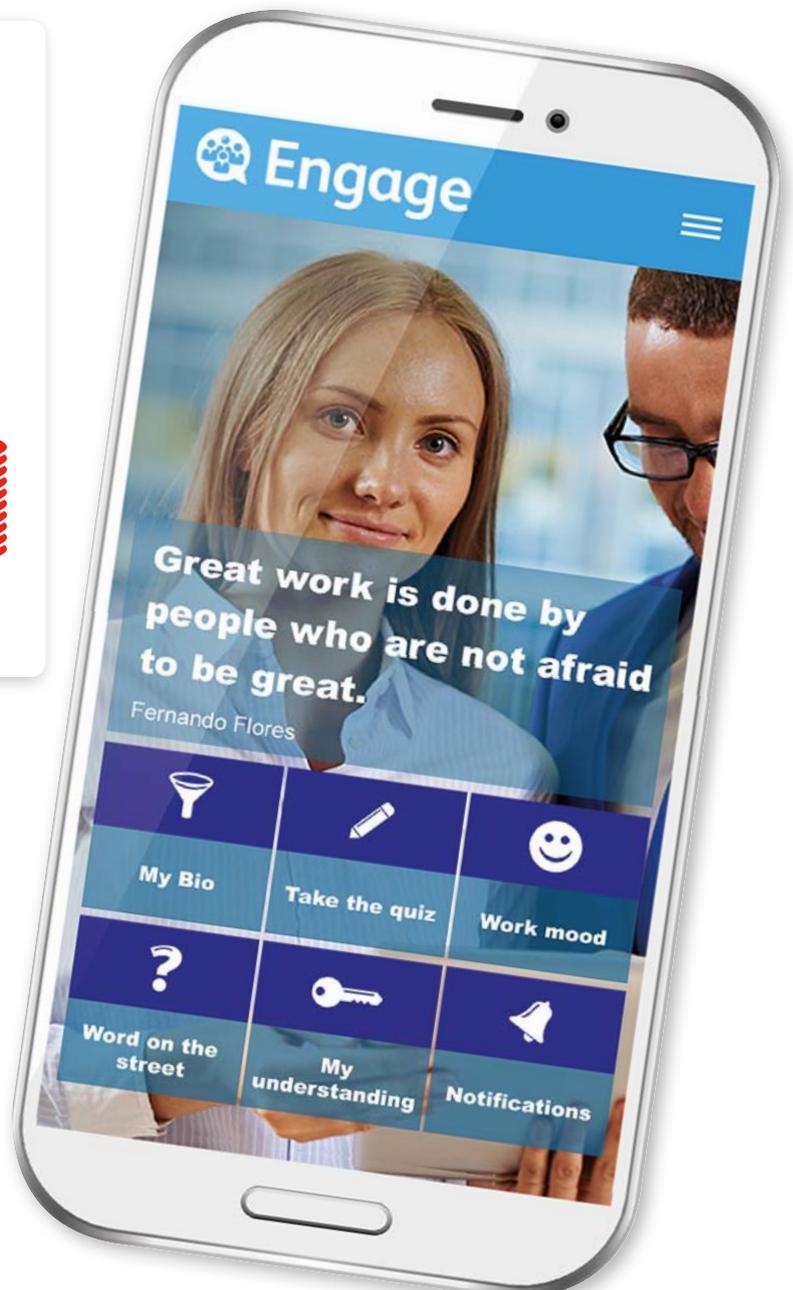
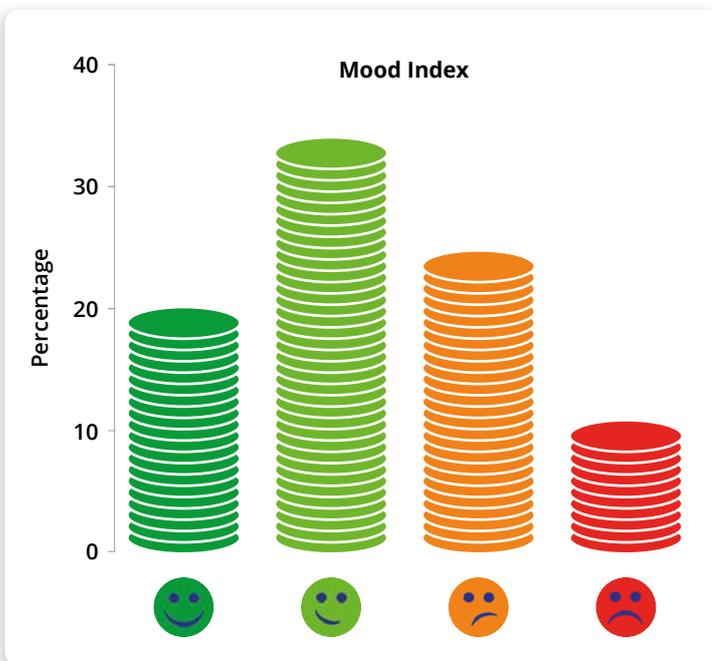
## Retain and motivate top talent

Every organisation has a talent pool it has invested heavily to build. Engage can help you motivate your leaders of tomorrow by getting them involved in the hot topics of today:

- Invite specific colleagues to participate, irrespective of geography or time zone
- Create a community people aspire to be part of
- Track the motivation of this critical audience
- Compare their thoughts and feelings with sentiment in the rest of the business
- Give them opportunities to shape the future

### Engage Features

- *A direct line to leaders to ensure their voice is heard*
- *Graphics to help you spot when engagement drops and / or discontent rises*
- *User friendly filters enable comparisons with other audiences*
- *Valuable insights to help motivate and communicate with your top talent*



Engage in a scenario...

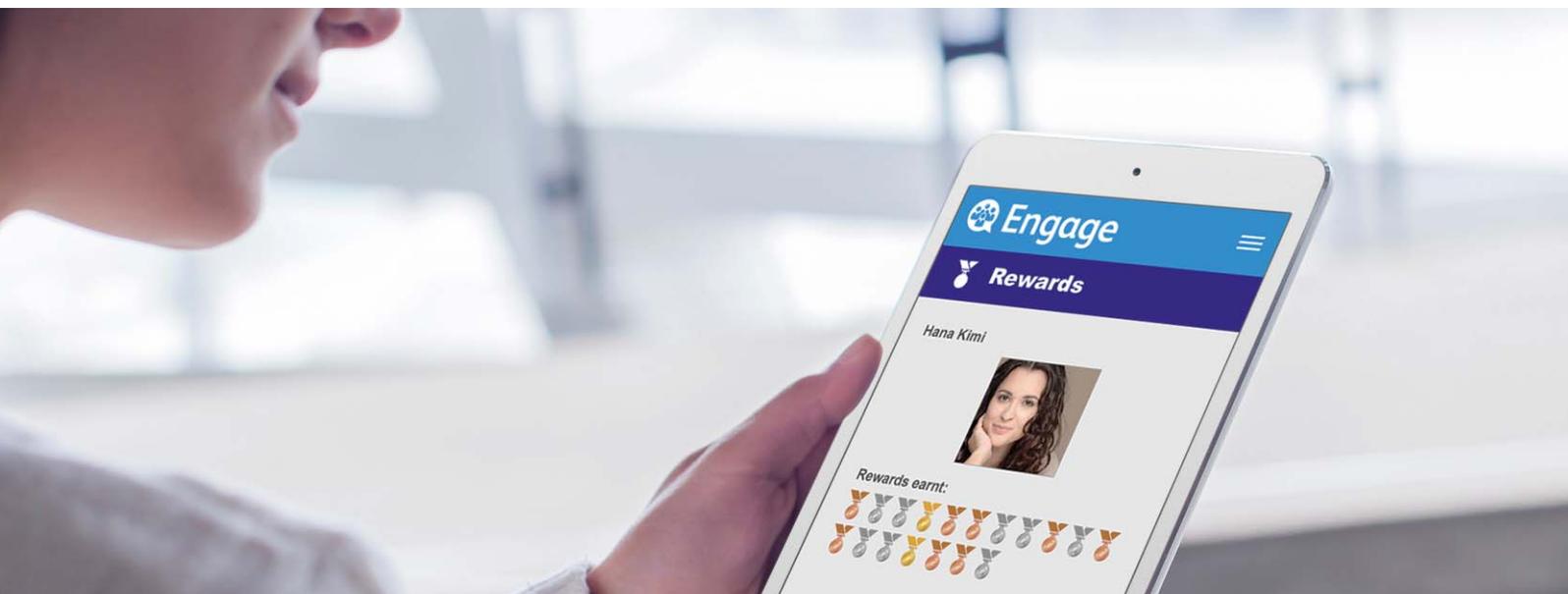
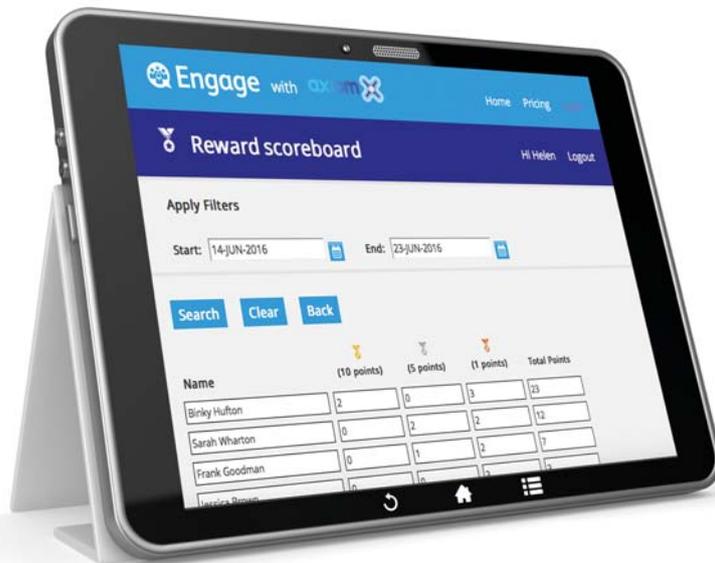
# Make engagement rewarding

People deliver their best work when they feel they are listened to, their feedback acted on and they are getting things right. With Engage, you can reach out to the whole business, target a specific group, or canvass the thoughts of key opinion formers:

- Drive up awareness of your key messages
- Capture feedback in fun ways
- Get new insights into what people are thinking and why
- Recognise people for being fully engaged and run a reward scheme using the data Engage provides
- Encourage people to shape the future of the organisation through feedback

## Engage Features

- *Emojis to give users a quick, fun way to record their mood and give feedback*
- *Users earn points for participation and right answers*
- *People learn more about your messages as they engage with the app*
- *Leaderboards to recognise engaged employees and teams*





## Engage with experience

Engage is powered by the employee engagement expertise of Axiom Communications combined with the software development capability of IT Hummingbird.



### Axiom Communications

Since 1996, Axiom has been helping top companies worldwide engage and motivate their people to maximise business performance.

Axiom is led by Chris Carey. During 25 years in employee engagement, Chris has worked with many of the world's leading organisations in a variety of sectors. His passion is creating alignment between what an organisation is trying to achieve and the actions of staff, day in and day out.

Engage distils all of Axiom's expertise and experience in measuring the impact of communications, driving dialogue and aligning employees with the strategy.

[www.axiomcommunications.com](http://www.axiomcommunications.com)

### IT Hummingbird



### IT Hummingbird

IT Hummingbird provides IT and digital consultancy to blue-chip clients and is a specialist in corporate software development and powerful mobile apps.

IT Hummingbird is led by Helen Reinson. In 25 years in software development, Helen has held senior roles in a range of organisations before setting up IT Hummingbird. Her expertise spans inception through to implementation of global multimillion-pound applications including complex financial systems. Helen is an exceptionally strong leader and is often called in to manage c-level stakeholders, development teams and vendors for bespoke software projects.

[www.it-hummingbird.co.uk](http://www.it-hummingbird.co.uk)





# Engage



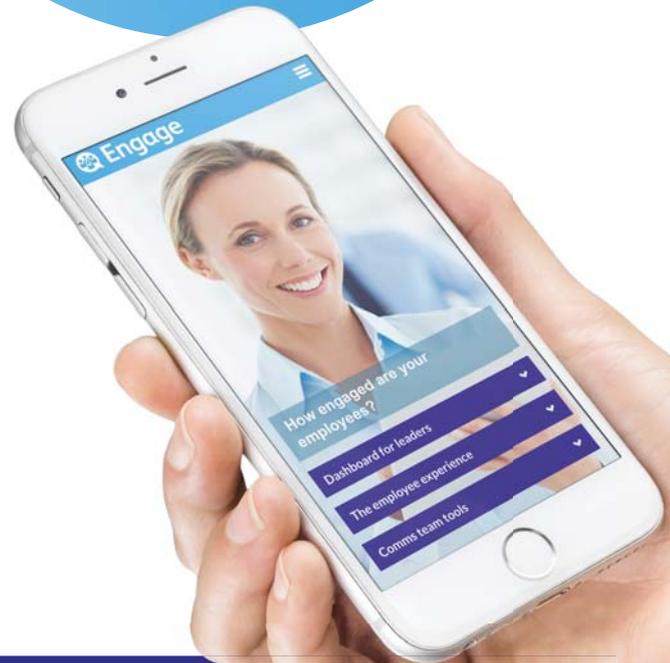
## For your organisation

- Innovative at-a-glance informatics*
- Engagement excellence leader boards*
- User-friendly drill-downs*
- Target audience segmentation options*
- Full visual customisation*
- Notification pushes*
- Real-time data analysis*
- Inbuilt data security*
- Flexible pricing options*



## For your employees

- The chance to have your say*
- A direct channel to leaders*
- A way to raise your profile*
- An opportunity to shape the future*
- Recognition for achievements and ideas*
- Access anytime, anywhere, via your mobile device*
- Anonymity options*



## Available now for iPhone and Android

For more information please call us or visit our website  
+44 (0) 33 3014 3238 • [www.theengagementworks.com](http://www.theengagementworks.com)