

How to Measure Employee Engagement

Beyond an annual survey.

Measuring engagement should happen throughout the full employee lifecycle. These metrics can give you an all-year-round picture of your people experience.

Recruitment

Referral rate

How many candidates are referred by existing employees?
What percentage of your new hires are referrals?

Candidate feedback

How efficient and effective is your recruitment process?
How engaged with your organisation are your new hires?

Onboarding

New hire turnover

What is your turnover rate in the first 3-6 months?
What are the reasons people are leaving?

Ramp-up Speed

How quickly are your new starters adding value? How long does it take them to meet the KPIs of their role?

Performance

Performance Review

How well are people performing?
What percentage of your people are meeting their targets?

Internal Mobility

How many internal applicants do you get for each role?
How many people are moving into new roles internally?

Development

Learning Participation

How much time/money/effort are people spending on L&D?
How many people are achieving their development goals?

Growth Perception

How many people have career goals they're actively working towards?

Recognition

Recognition Frequency

How often are people being recognised?
How many people are recognising their colleagues?

Sense of Belonging

How many people agree to the question "I feel respected, valued and included at work"?

