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# zengage

PRODUCT OVERVIEW





# Welcome to Zengage

Zengage is born out of the realization that to truly impact engagement, you have to help bosses become better team leaders. Zengage is an artificial intelligence (AI) technology coach. This coach guides team leaders to create a work environment where their teams thrive, achieve and belong.

# Zengage is your professional coach

Your technology-enabled Zengage coach will:



## MEASURE Engagement

Measure engagement of each team



## PROVIDE AN Action Plan

Give each leader a customized plans so they can better lead their team



## ENSURE Accountability

Ensure accountability and assess leadership effectiveness



## CREATE A Feedback Loop

Create a direct feedback loop to improve team performance health



## IMPROVE Engagement

Help each team member thrive, achieve and belong

# Engagement Matters

Extensive empirical research has highlighted employee engagement as one of the leading indicators of business success. Even with this research, the standard process for measuring and improving employee engagement and effectiveness is broken.



## Profit:

Companies with an engagement score in the top quartile have twice the annual net profit of those in the bottom quartile



## Revenue Growth:

Organizations in the top quartile of engagement scores demonstrated revenue growth 2.5 times greater than those in the bottom quartile



## Customer Satisfaction:

Companies with top quartile engagement scores average 12% higher customer advocacy



## Innovation:

59% of engaged employees said that their job brings out their most creative ideas against 3% of those less engaged

# TEAM LEADERS

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## Zengage will help you by:



Keeping a finger on the pulse of your team's mood by collecting anonymous feedback from all team members.



Displaying team insights through your real-time team dashboard.



Guiding you with targeted activities and interventions to managing team's specific needs.



Supporting your daily leadership challenges by providing access to our library of best-practice leadership articles, videos, and interventions.

# TEAM MEMBERS

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Zengage will enable employees to be more effective in their work by:



Allowing employees to have a voice in their team and in their organization through regular pulse surveys.



Providing a personal team-member dashboard with insights on their engagement



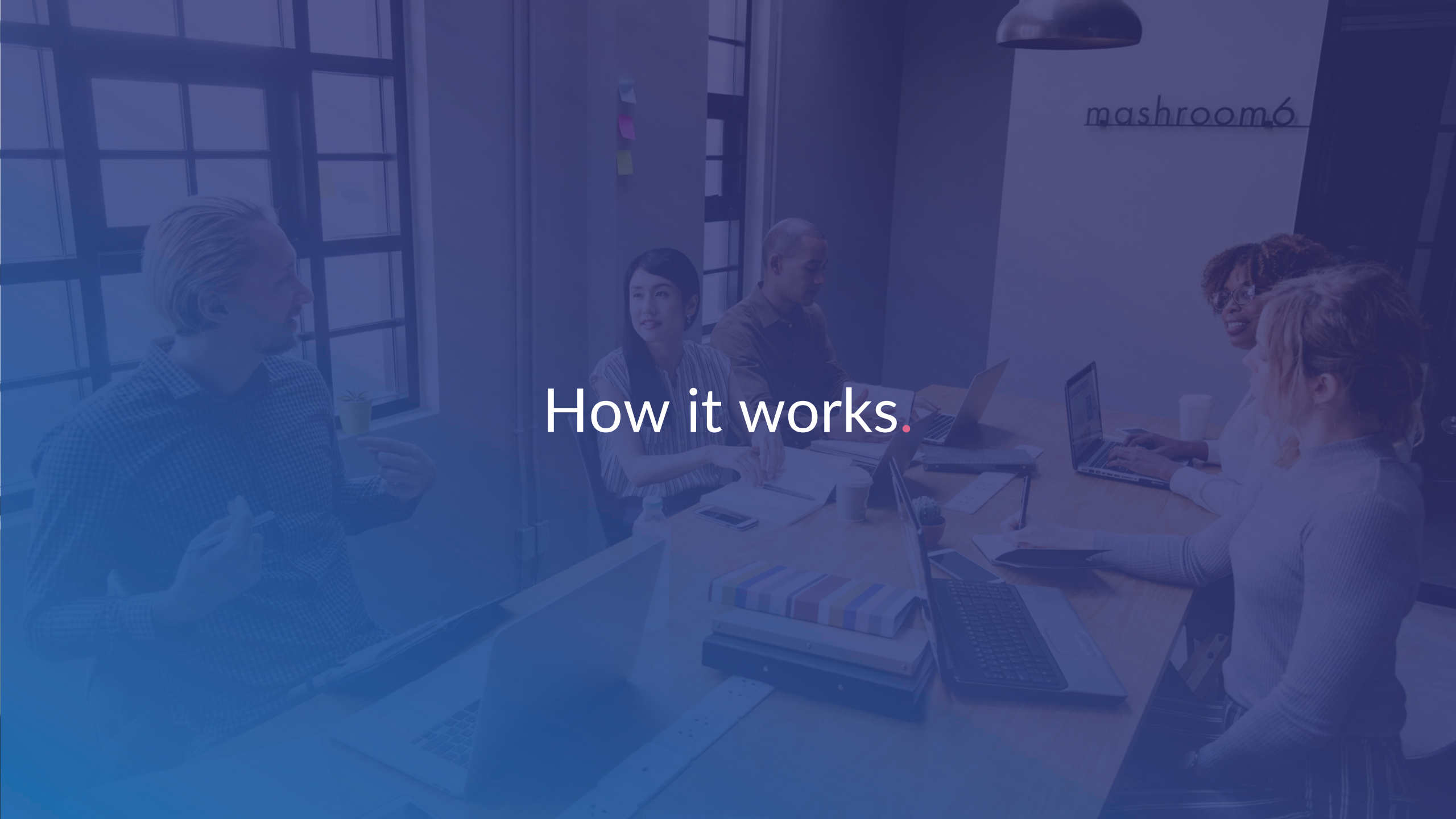
Giving them a chance to hold their team leader accountable for good leadership behaviors.



Guiding team members with targeted activities to improve their engagement, performance, and relationship to their boss and team.

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How it works.



# Process Overview

Zengage provides coaching to improve effectiveness

**1.**

## **COLLECT**

Collecting data from team members through anonymous pulse surveys

**2.**

## **AGGREGATE**

Aggregating and sharing that data on your Team Leader dashboard

**3.**

## **EXPLORE**

Providing team insights on strengths and weaknesses

**4.**

## **IMPROVE**

Leading your team through interventions to improve effectiveness

**5.**

## **EDUCATE**

Educating on best leadership practices through our leadership library of articles, videos and activities



# Detailed Process Steps: Team Leaders



1. Complete team and group structure sheet and sent to Zengage representative
2. Zengage representative creates company accounts
3. Download the Zengage mobile application
4. Share your opinion by completing the 42-question baseline assessment
5. Review results and insights through your personal Zengage dashboard
6. Improve team outcomes by following coaching suggestions
7. Hold yourself and other leaders accountable for good leadership behaviors
8. Continue sharing and reviewing feedback through pulse surveys
9. Continue improving through coaching suggestions

# Detailed Process Steps: Team Members



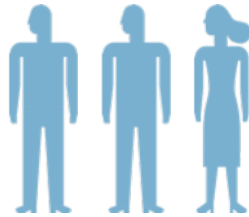
1. Download the Zengage mobile application
2. Confirm registration details and activate personal account
3. Share your opinion by completing the 42-question baseline assessment
4. Review results and insights through your personal Zengage dashboard
5. Improve team outcomes by following suggestions and interventions
6. Hold team leaders accountable for good leadership behaviors
7. Continue sharing feedback through pulse surveys
8. Continue improving through coaching suggestions

# Team Structure\*



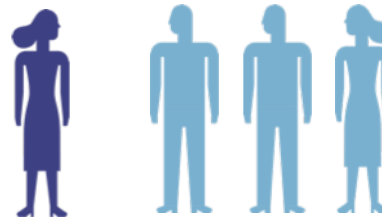
## Team Leader

Each team has one leader who is in charge of the engagement and performance of their team.



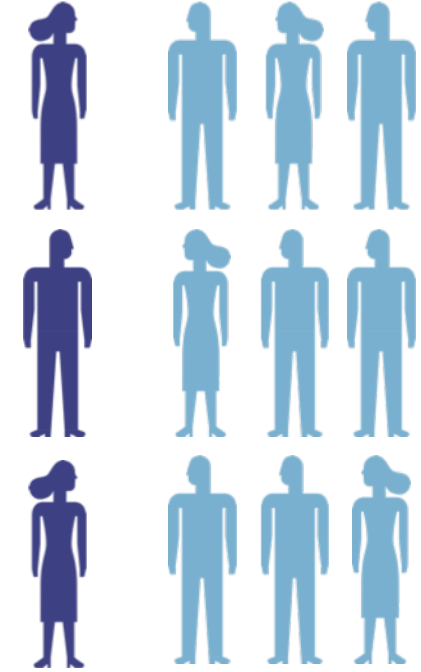
## Team Members

Those reporting to a team leader are considered team members.



## Teams

A team is comprised of one team leader and at-least three other team members.



## Group

A multi-team group reporting to a group leader and shares a common goal and agenda.

\*In order to ensure confidentiality, there must be at least 3 team members reporting to a common team leader.



# Using the Zengage Application

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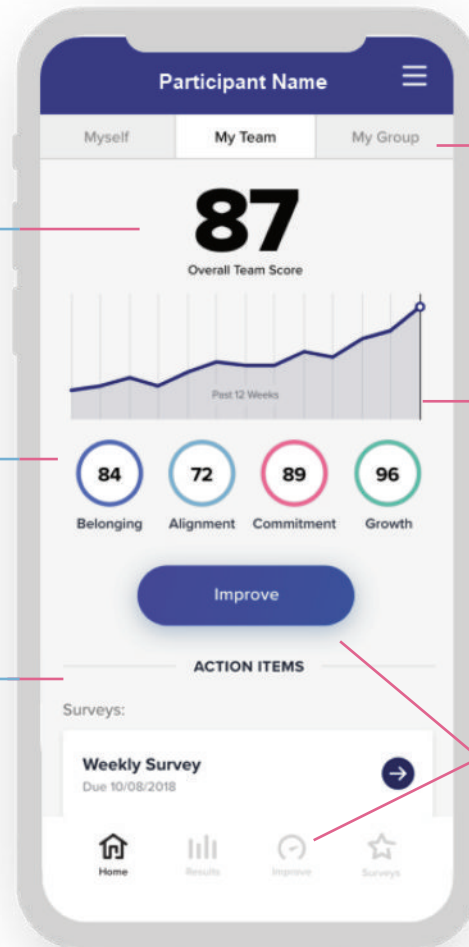
# Home Dashboard

Your home dashboard gives you your team's real-time aggregated results.

Your team's real-time aggregated score

Drill down into your domain scores to see more details

See and work on action items (surveys, interventions, conversations, etc.)



Toggle between views of your self, team, or group scores

See your trended results over the last 12 weeks

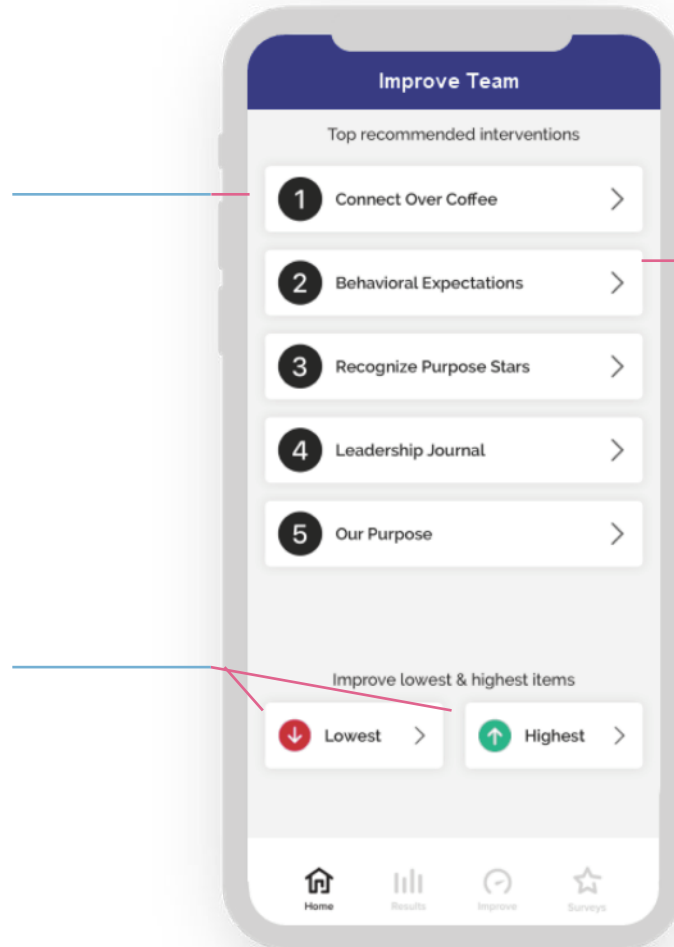
The Improve button will take you to a list of your top suggested interventions to improve your team outcomes

# Improvement Suggestions

Your highest impact improvement interventions are listed on this improve section.

Your top-5 improvement suggestions

You can choose to sort interventions by either your highest or lowest scoring areas.

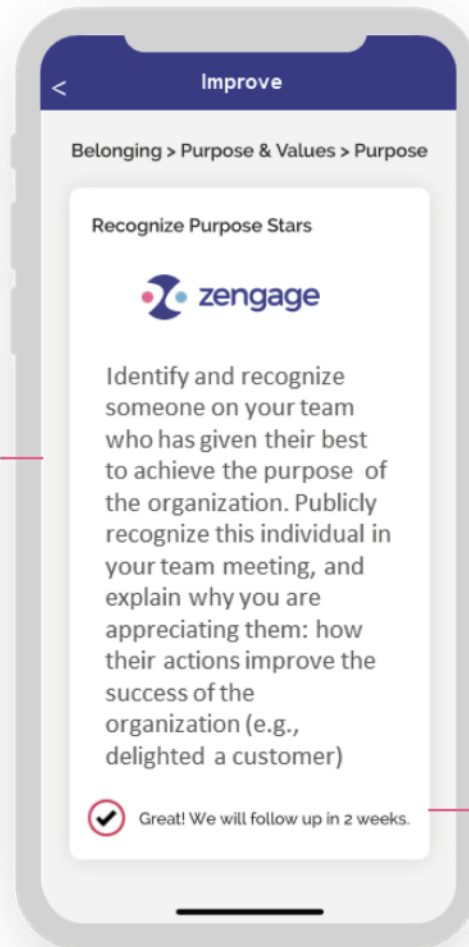


Select interventions that you believe will be most impactful for your team.

# Choosing Interventions to do

Zengage helps your leaders learn, commit and follow the leadership behaviors that drive optimal team outcomes.

Interventions provide specific details on approach and ideal outcomes.



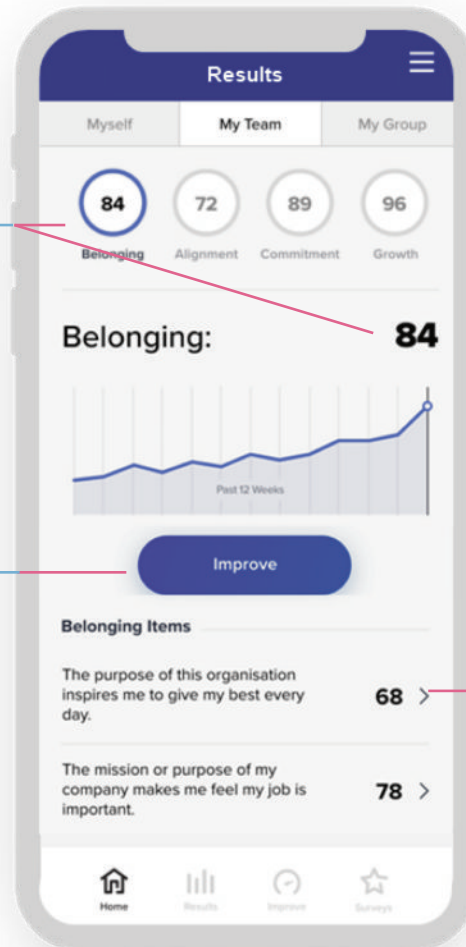
Select the interventions you would like to commit to. Receive follow-up reminders and after-action reviews to rate effectiveness.

# Domain Results

This is your domain-specific dashboard to gain insights and direct your learning and improvement.

Your summary domain score

Select 'Improve' to work on Belonging activities and improve related outcomes



These item scores are the core actions that drive engagement and high performance. Select these to get a deep dive on suggested interventions and a library of related content.

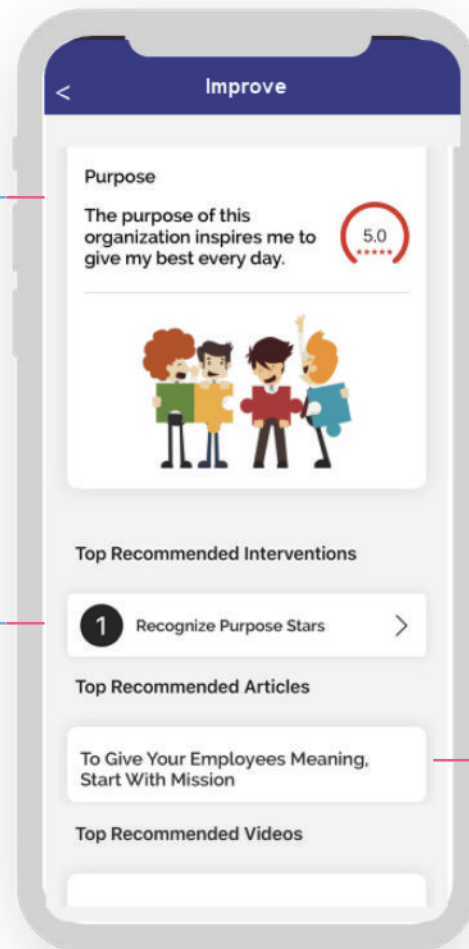


# Item Deep Dives

Items are the core actions that drive the domain and overall engagement results. This section lets you select high-impact interventions and has a best-practice library to guide your thinking and actions.

Item description  
and score

Top  
interventions  
related to this  
behavior



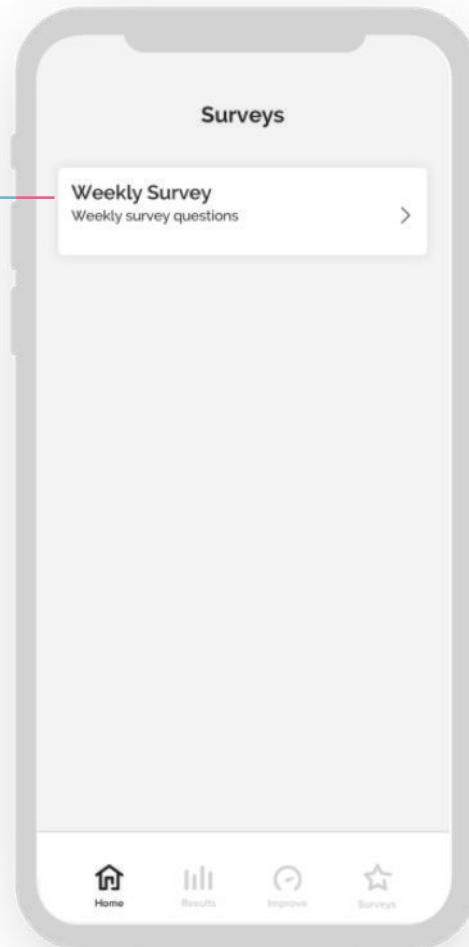
Access our high-impact content  
of curated articles and videos  
regarding best practices on this  
behavior item

# Access Weekly Surveys

Your weekly surveys are an important way to stay connected to your team, and should take less than 2 minutes each week.

Your regular pulse surveys can be accessed both here and on your home page.

Make sure to allow notifications to be updated when your weekly survey is ready.





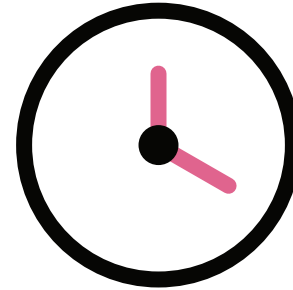
# Getting the Most out of Zengage

# How to Get the Most Out of Zengage



## Answering Questions:

We encourage all team members to answer the survey questions based on what they truly and authentically feel. Honest feedback is essential for leaders to understand the current state of their team and to improve in their leadership behaviors.



## How Often:

Surveys should be done regularly and be short enough that they can be completed in less than 5 minutes. The pre-set schedule is 5 survey questions per weekly. To adjust timing and length of your team surveys, please contact your Zengage customer success manager with desired request.

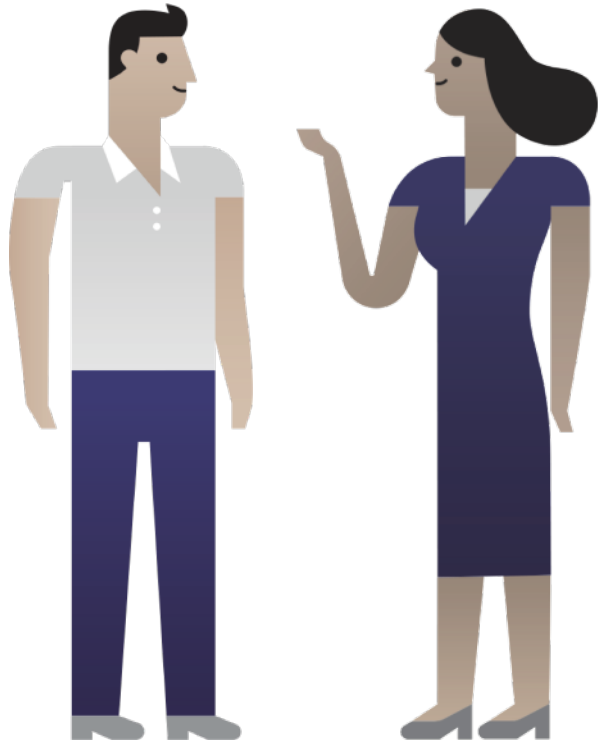


# Ground Rules

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# ANONYMITY

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## An Essential Ground Rule



No leader or corporate employee can ever see survey responses or results of any individual employee.



Team and corporate leaders can only see aggregated results of teams and departments.



At least 3 team members must have submitted responses before a leader can see the aggregated results.



Team members must have a safe space to provide open and honest feedback.



If you ever feel that anonymity has been compromised, please share feedback immediately in the 'Feedback' section of the menu.

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# Future Features



# Upcoming Features: Product Roadmap

## Benchmarks:

Compare team results to larger populations; understand and strive for top performance

## Organisation Results Tracking:

Tracking your team and organization's historical results will allow you to monitor trends, highlight improvements, and spot issues early on.

## Leadership & Org Insights:

Understand the capability and performance of all leaders. Gain unique insights on your organization.

## Employee Lifecycle:

Custom questions and interventions mapped to the entire employee lifecycle.

2019

2020

## Commercial Product:

Commercial product is in production and will be available to corporate users by early 2019.

## Web Platform:

Observe leadership efforts and outcomes as a leader or leadership steward. Drill down to the department and team level results to evaluate unique differences.

## Polls & Custom Questions:

Create custom questions tailored to your needs. Map interventions to these questions to drive outcomes.

## Performance Management:

Increased robustness to track, support, and drive your organization's performance management process.