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Employee Engagement Survey Strategies



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Boeing Employee Engagement Employee Survey

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- We believe we can achieve a real competitive advantage by fully engaging our workforce – (Industry studies including IBM/Kenexa and Gallup)
- Boeing has been conducting employee surveys for decades, with IBM/Kenexa since 2007
- A survey is sent out annually to over 150,000 employees in over 60 countries
 - The survey is administered in English and the employees submit their responses online
 - We provide paper translations in several languages to help employees with their submissions
 - In 2014, we had over 109,000 employees participate in the survey and provide their valuable perspectives
- Every leader with five or more employee responses receives a summary report of their team's results to work an action plan
- Comparative scoring data includes:
 - Prior year results
 - Industry Norm (external benchmarks)
 - Boeing Top Quartile (internal data)

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Boeing Employee Engagement Survey Data Analytics

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All HR professionals have access to IBM/Kenexa DataMiner, with over 50 demographic fields to produce Ad Hoc analytic reports.

Priorities include:

- **Survey response rates**
- **Overall Engagement Summary Scores**
- **Engagement Dimensions:** Recognition, Trust, Growth & Development, Support & Inclusion, Communication, Future Vision, Basic Needs
- **Business Accelerators Dimensions:** Quality, Customer, Continuous Improvement, Involvement
- **High Leverage Items of Engagement** are based on regression analysis and ranked in order of importance for each manager
- **Target populations** (e.g., Across Boeing, Business Unit, Functions, Programs, Low Engagement Locations, Top 20% or Bottom 20% scores, etc.)

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Boeing Employee Engagement Survey Results Impact Decision Making

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- HR Processes**
 - Leadership Development and Selection
 - Performance Differentiation
 - Recognition (e.g. Annual Engagement/Excellence Awards, Needle Movers)
 - Work Environment Assessments
 - Improve Manager/Employee Communications
 - Diversity and Inclusion
- Business Result**
 - Go4Zero Safety
 - Continuous Improvement (Lean+)
 - Valuing Quality
 - Customer Relations
 - Employee Involvement
 - Program Management Excellence

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