

# Survey helps the County of Grande Prairie become an employer of choice

**“TALENTMAP’S INDUSTRY BENCHMARKS ALLOWED THEM TO DRILL DEEPER INTO OUR SURVEY RESULTS AND PROVIDE VALUABLE INSIGHT INTO OUR WORKFORCE.”**

Charlotte Bierman, Human Resources Manager County of Grande Prairie

**CLIENT:**

County of Grande Prairie

**SECTOR:**

Public Sector Organization

**OBJECTIVE:**

Measure employee engagement to support goal of becoming an employer of choice.

**RESULTS:**

- Higher than average employee participation
- Higher than average results on most engagement dimensions
- Professional Growth, Innovation and Organizational Vision found to be key drivers of engagement

## THE COMPANY

The County of Grande Prairie, located in the province of Alberta, is home to 20,347 residents in three towns, one village, five hamlets and several country residential communities. An abundance of forests, open fields and picturesque valleys allow for continuing growth in the agriculture, energy, forestry, manufacturing and tourism industries.



## OPPORTUNITY

Five years ago, the County underwent an organizational review which highlighted the importance of checking in with employees on a regular basis. The County's northern location made attracting top talent one of their biggest challenges. In order to become an employer of choice, it was important to integrate an employee survey and feedback mechanism into the workplace culture. Surveys are currently conducted every two years to allow time to disseminate results and follow up with action planning.

## SOLUTION

After working with a different vendor, the County switched to TalentMap for their analytical expertise, key driver analyses, public sector benchmarks, and comprehensive reporting capabilities. After reviewing the County's goals and requirements, TalentMap recommended deploying the Engagement Essentials Survey, which allowed for comparison against public sector organization benchmark data. The County leveraged TalentMap's communications materials to promote the survey and encourage employee participation, and offered both paper and online survey options to maximize response rates.

## RESULTS

Eighty-four percent of employees participated in the survey—a better response rate than the public sector benchmark. On the whole, responses were quite positive, measuring the same or higher than the benchmark on most engagement dimensions. Data analysis showed Professional Growth, Innovation and Organizational Vision to be the key drivers for employee engagement, with Organizational Vision being the greatest opportunity for improvement. Detailed heatmap reports helped identify red flag areas within the organization, as well as high functioning areas that could serve as models for best practices. The County has leveraged the data to focus on priority areas like employee development, including ensuring annual performance reviews take place, holding quarterly employee feedback meetings, and focusing on personal development. This year's results will also be used as a comparative benchmark for the next survey conducted.



## About TalentMap

A thought leader focused exclusively on workplace culture and engagement measurements and research, TalentMap is passionate about understanding the people behind organizational success: Employees.

Since its start in 1999, TalentMap has conducted tens of thousands of employee engagement survey projects and surveyed more than 14 million employees. Working in partnership with public and private sector organizations of all sizes across North America, TalentMap's deep understanding of methodologies and assumptions unique to different sectors alongside volumes of benchmark data accrued over the years have become valued resources for organizations that value their people.

TalentMap employee engagement survey tools — readily customized from hire to retire — are based on years of research, field experience, and scientific measurement. The company also offers expert consulting services, deployment, data collection, analysis reporting, and post-survey action planning. It's a proprietary workplace intelligence process — developed and delivered by people-oriented people consumed with helping leadership teams and HR professionals create positive organizational change.

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