

## 2017 EMPLOYEE ENGAGEMENT SURVEY OFFERING

Employee engagement is an important driver of business success, and we are committed to measuring, improving, and integrating employee engagement into business operations. Employee engagement survey results focus workgroups, and the company as a whole, on key areas that will ensure continued success. Leaders can now come to the table armed with these types of insights to help drive strategic business decisions based on facts.

### WHAT:

Understanding what motivates employees and drives success is a key factor in reaching corporate objectives and that is just what the Employee Engagement (EE) Survey will help us do. Land O'Lakes is partnering with IBM Kenexa to offer a discounted Employee Engagement (EE) Survey to a limited number of key customers. Our current Cooperative/Ag Retailer norm contains data from 8 Cooperatives and includes approximately 2,500 participants. We would like to continue to grow this important norm, so are willing to offer this robust EE Survey process for a discounted price of \$9,000 (a \$25,000 value).

### Highlights include:

<b>The survey will be administered by a third-party partner, IBM Kenexa.</b>	<b>ALL survey results are confidential</b> and will be reported only in aggregate. Responses by individuals will not be shared.
It will take only <b>10-15 minutes</b> for participants to complete the survey.	<b>One point in time survey administration</b> for up to 500 employees.
<b>One Survey Version:</b> Which can include 27 core items and up to 17 supplemental items	<b>Norms:</b> 1 external IBM Best-in-Class norm and 1 internal Coop norm comparisons
<b>Up to two open-ended comment items:</b> What do you enjoy most about working here? What would you change to make this a better place to work?	<b>Survey Administration:</b> Online only (employees can complete survey on their smartphone or on any device with internet access)
<b>Report Formats:</b> comprehensive, industry leading reports available via PDF, Excel, and PowerPoint dashboard (up to 15 pre-generated reports & comment reports)	<b>Communication Package:</b> We will supply you with a communications package that can be edited for communication to employees regarding purpose, objectives, timing, results, etc.

## WHY:

When it comes to your organization's future, your employees **are** your most valuable asset. They have the inside view on what is working and what is not, and they can share their insights to help your company grow and thrive in an ever-changing business environment. Translate employee feedback into organizational improvement by:

- Collecting valuable employee insights and analytics
- Matching insights with your ongoing business strategy and performance goals
- Engaging your workforce to improve organizational performance

## High Performance-Engagement Model



LAND O'LAKES, INC.

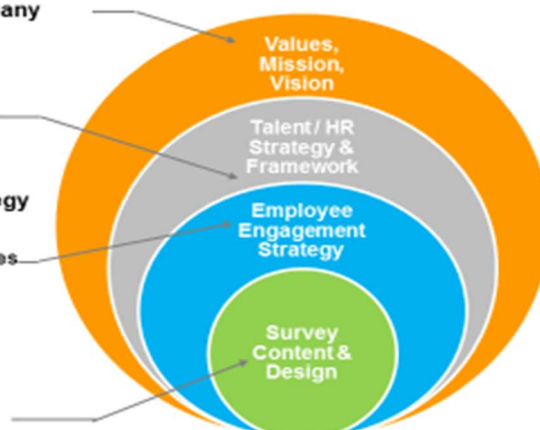
Smarter Workforce

LAND O'LAKES, INC. IBM

## Relevant Content Aligned To Business Strategy

- The Mission and Values of your Company
- The goals and strategic objectives of the talent agenda
- The survey's contribution to HR-Strategy and corporate programs by...
  - Comprehensive measurement of key themes such as Engagement & Enablement
  - Linkage with key (business) initiatives and metrics

**THE RESULT:**  
A survey questionnaire that matters to you



## HOW:

Survey programs not only require strong science and technology, they also require robust implementation and project management, which we will help you with – every step of the way. From start to finish, we simplify the process for your organization. Here is what it looks like:

- **Status Update Meetings:** Weekly 30 minute project meeting calls, as needed, that focus on current and upcoming critical tasks and tracking key decisions
- **Project Kick-off Meeting** (via Webex)
- **One Stakeholder Interview call:** with CEO/GM and HR to discuss what is most important to your business
- **Data file template:** We will send a spreadsheet template to put your employee data in
  - Additional demographic information can be provided in the file for reporting purposes - options available by supervisor, by location, by business unit or work group, by generation, by tenure, by ethnicity, by salaried vs. hourly, by part-time vs. full time, etc.
- **Review survey item content:** select items to include in your survey
- **Administration:** survey administration will be open for two weeks and available in multiple online formats (via web, tablet, or smartphone); includes global 24x7 helpdesk contact info.
  - Employees with computers and email addresses will receive an invitation to participate via email
  - Employees *without* computers or email addresses will receive unique username/password from their manager, with instructions for how to complete survey (we will provide this info. to managers)
- **Status/Response Updates:** We will track and monitor the response during survey administration and report back the response rates by business unit and location. Ideally, we would like to achieve an 80% or higher overall response rate.
- **Report Generation:** sent via email directly to HR contact, who then distributes internally
- **Executive Presentation:** one 90 minute presentation delivered in-person to the CEO, HR Partner, and Senior Leadership Team at your location (includes summary of survey data and recommendations for follow-up actions)

*We also offer follow-up services for an additional fee after the survey process is complete:*

- **Manager Training:** Trains managers to be able to effectively deliver survey feedback to their teams and create follow-on action plans
- **Senior Leadership Team Collaboration:** Working Across Business Units and Strategic Planning

If you have any questions, please contact your Land O'Lakes ACT representative or Mary Amundson at [mamundson@landolakes.com](mailto:mamundson@landolakes.com) or 651/375-1587.

### **SAMPLE EE SURVEY CONTENT:**

A core set of items across all coops/retailers, up to 44 items, sample items include:

- Overall, I am extremely satisfied with my company as a place to work.
- I would recommend my company as a great place to work.
- If I were offered a comparable job with similar pay and benefits at another company, I would stay with my company.
- I am proud to work for my company.
- The people I work with cooperate to get the job done.
- There is good teamwork and cooperation between functions/departments at my company.
- My workgroup has the resources (e.g., materials, equipment, technology, etc.) necessary to do quality work.
- Where I work, we set clear performance standards for product/service quality.
- Work processes are efficient and well organized where I work.
- I have received the training I need to do my job effectively
- My immediate supervisor treats me fairly and with respect.
- My immediate supervisor keeps his/her commitments.
- My immediate supervisor does a good job of managing the people who work for him/her.
- My immediate supervisor does a good job of “managing the work,” (e.g., making appropriate work assignments, setting priorities, scheduling).