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There's Value in Low Employee Engagement, Too

LOW SCORE

Much of what I write about here deals with the payoff of employee engagement when it's high. But what is a company to do when it's modest? Or – as is often the case for firms that do not actively measure this, or that haven't in quite some time – when it's low?

Martha Finney wrote an insightful post on this on SmartBlog on Workforce this week. She says the end goal is not to achieve high scores from your employee engagement research, but to have a "great engagement culture." Therefore, she advises, bad scores are really good news because they:

- reveal the areas that need to be fixed,
- demonstrate that your people still take the survey process seriously, and
- indicate that you are asking the right questions.

Read Finney's full post and get additional value from her commentors by clicking here.

Bonus: Access our 7 tips for launching an employee survey here.

View full post on [Winning Workplaces](#)

You can also find this article published on [There's Value in Low Employee Engagement, Too](#), and on the tag pages [Employee](#), [Engagement](#), [theres](#), [Value](#).