



# **The Blind Spot in Engagement Surveys That's Costing You Top Talent**

Spark Engagement Inc.

Est. 1996





# Value from Beginning to End





**Jacqueline Throop-Robinson**  
**Founder & CEO**

- Employee Engagement Researcher & Expert
- Sought-after Global Speaker & Consultant
- Amazon best-selling author, *Fire Up Your Team!*
- Entrepreneur and Business Export Awards Nominee & Recipient

## **Our Mission**

To create passion-filled workplaces, where delivering & receiving value everyday is a given.



**Emily Horswill**  
**Chief Operations Officer, incl. Client Success**

- Expert Data Analysis and Data Interpreter
- Program Manager
- Communications Specialist

**Senior Spark'd Team** 





# Serving HR Pros for 30 Years



Continents



Sands of workshops

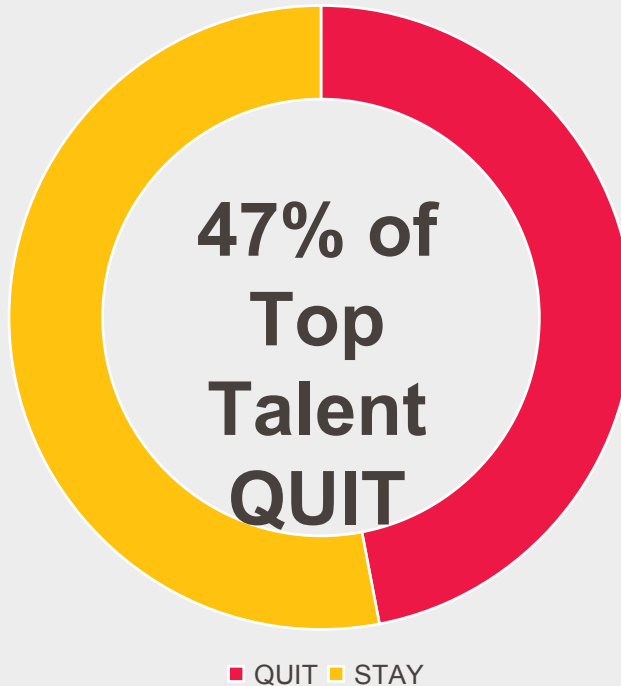


Hundreds of thousands of  
points

# HR's Critical Problem: **RETENTION**

— Especially: Keeping Top Talent —

⚡ Top Talent is up to **400%** more productive than the average employee. Another study shows that **90%** of a team's productivity often lies with a single top performer.



⚡ Top talent is the highest risk category.

⚡ High-level or highly specialized employees are **expensive to replace** (e.g., some estimate 400% of annual salary).



# Replacing Top Talent

**You're probably struggling to find talent!**



A whopping 75% of employers globally are reporting they are having challenges in filling roles.



**What about catching  
top performers  
BEFORE they leave?**

**What are the early  
warning signs?**





**But what if you had the data to quantify the retention risk  
before it was too late?**

1001100010101001100111100101011001110010011011010101111010010010010010000101  
100100001101001110110011011011111100110000001001101010110011000010000110011  
001001 000110100100 10000001101 01000011011101000100011000000000100  
001001 11011110100110 101101101011 0000110010101 10111000001 1111  
110 0111100 1010010 00010100100 100001000000 00110  
0 000100 0 10111 0 1111111 001110101010 0011  
0 10 01 10000 00 1 01010 1 010010111 011110010 01  
0000 0 100100 0 10 1100111 10110010 11 00001100011 0010  
011 1000101100 0 1100001 1101110100 010011101 1100  
010 0011110 0 010000 0000110001 0101111 110  
11 1011011 0111010 1 001101001 1001000 101  
00 0001101 10110011 0 010000001 10 01101010 101  
1 10 0010011 101 01110100 10 0100000011 000 11101101 1 0110  
0 10100 101100101 1100 00110001 01 101111111 0011 1110011001 00 0011  
1 0110 10111001 011100 11010001 11 00100001 000111 0001110010 10 1000  
0 101111 011001100 101000 000111001 100 111000111 1100011 1010100001 11 1110  
0 101111 011001100 101000 000111001 100 111000111 10000010

© Copyright Spark Engagement 2025

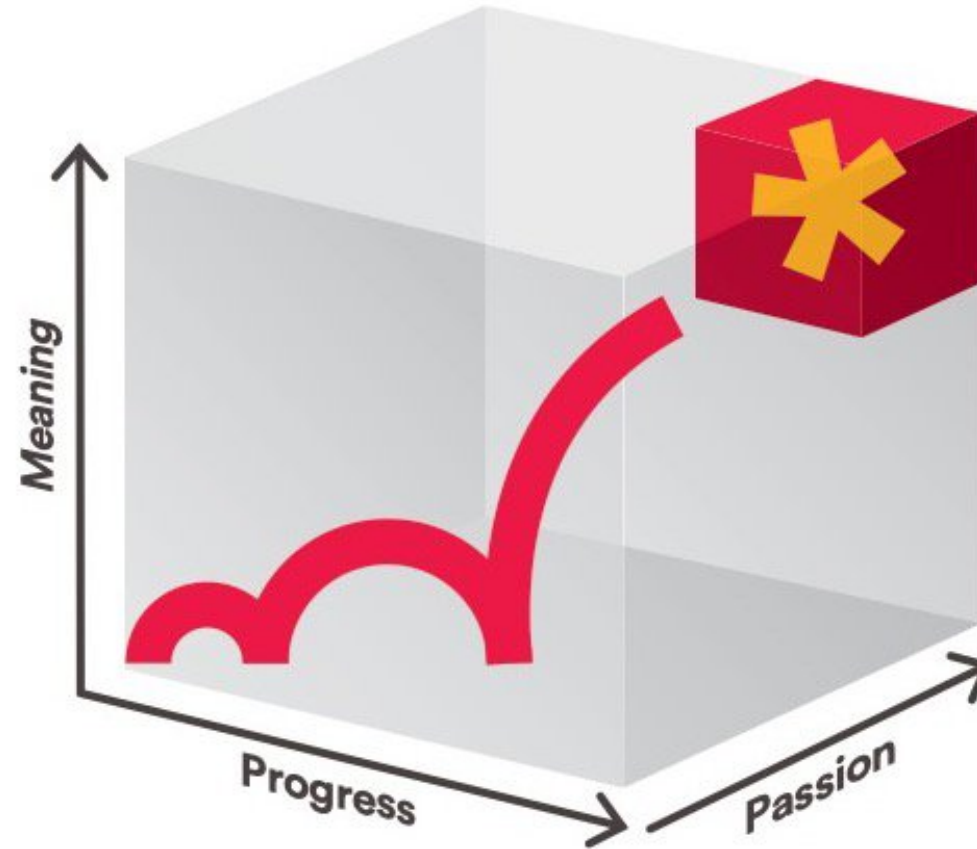


With clarity on how your top performers feel and what actions to take to address the underlying blockers?



# Measuring How Top Performers Feel

## Top Talent Stays When They Are Passionate!

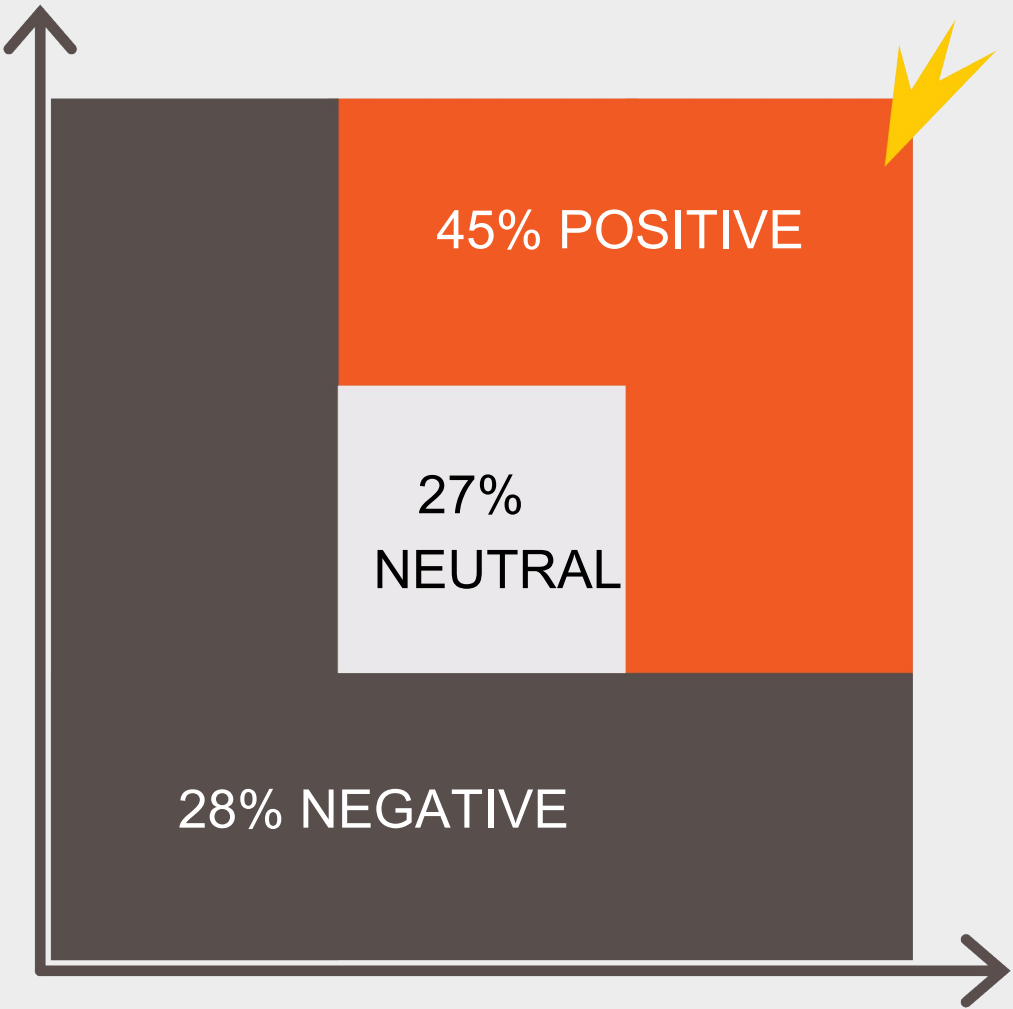


(C) Spark Engagement Inc.



Spark'd Data Shows

The extent to which your employees see their work as having **MEANING**



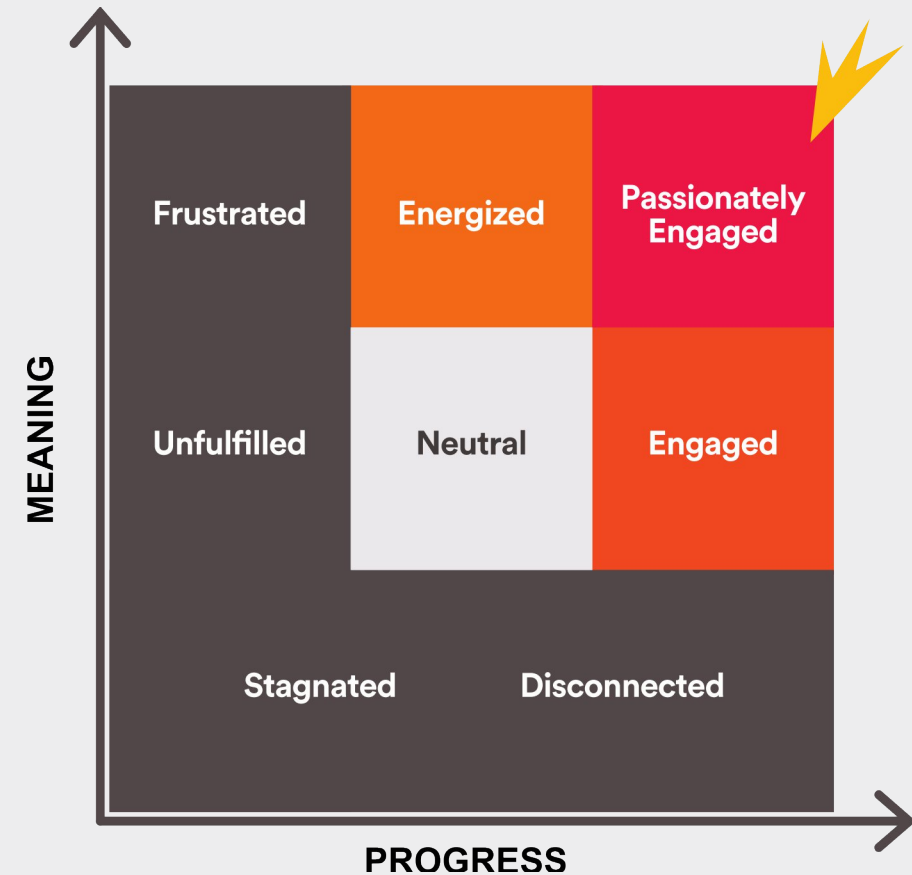
The extent to which your employees feel **PROGRESS** in their work



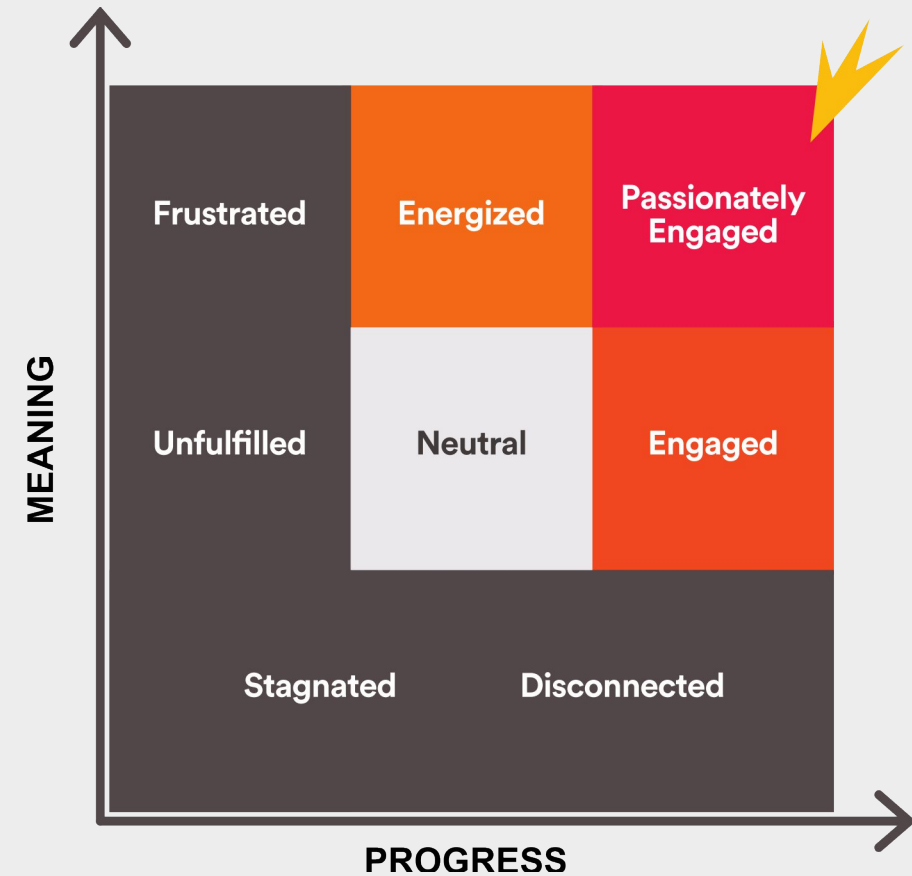
# THE EMPLOYEE EXPERIENCE

Can You Differentiate & Quantify  
How Your Employees Feel?

Measure Real Emotion  
NOT Opinions



Are you treating all these people the same?





# The Missing Piece

Employee engagement surveys and programs are limited in their effectiveness **without:**

- **Individualized results**
- **Emotional profiles**
- **Personalized action plans**

***for everyone in the company.***

Without



at the center

# Without

Lack of buy in

Declining participation rates

Expectations not met

Growing cynicism

Time wasted figuring out data

Analysis paralysis

Pressure to fix teams/people

Manager burnout or apathy

Plateauing results

Diminishing impact

THE PERSON

# at the center



**A Clear Path**

**Easy to Execute**

**Employee Ownership**

**Bottom to Top Effort: WIIFM**



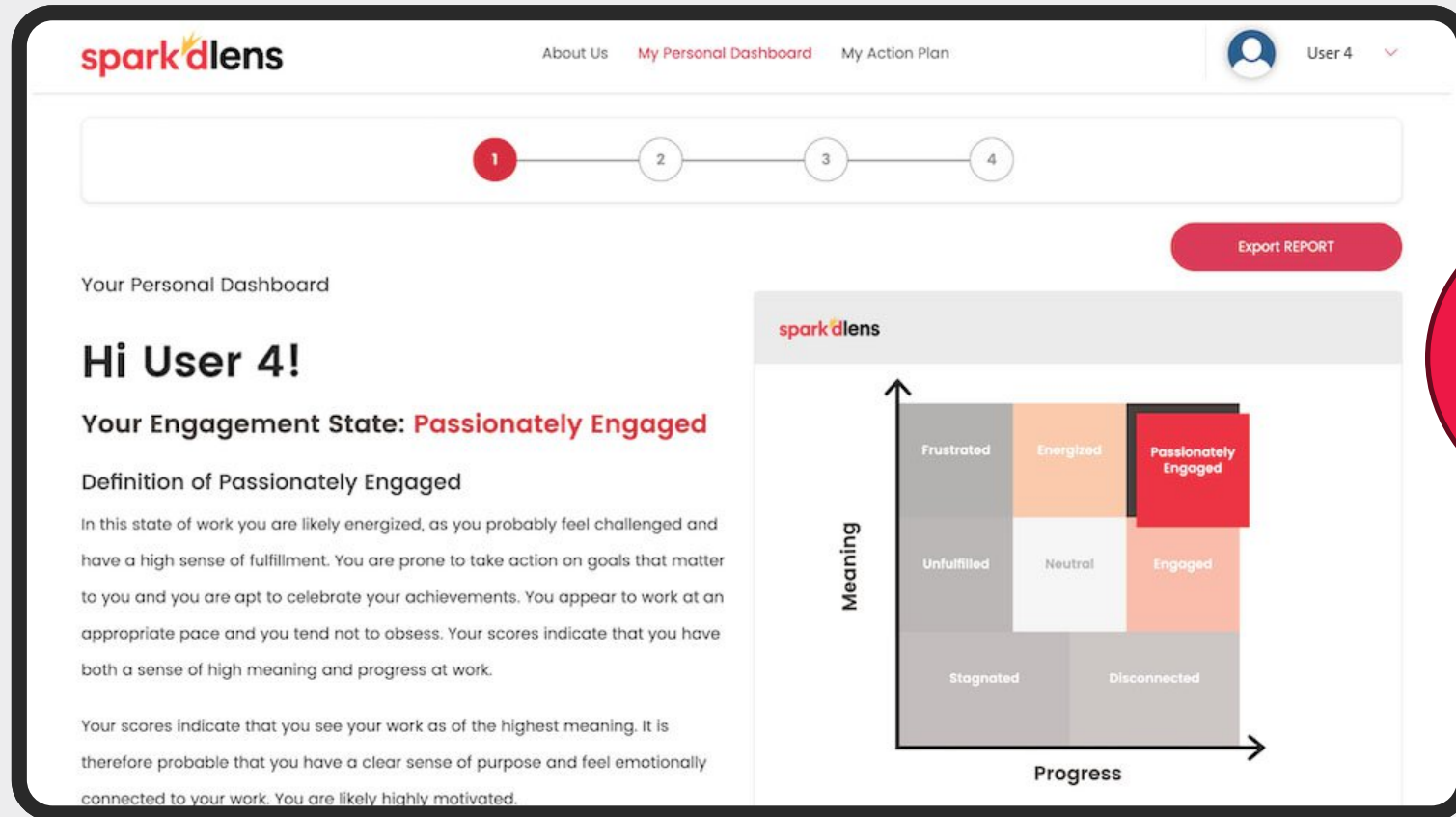
**With Individualized Profiles  
& Action Plans for EVERYONE**



# How Do Individual Solutions with Action Plans Work?



# Individuals Need Visibility On Their Engagement Level



“With this feedback, I can help myself and maybe gain insight to help others.”



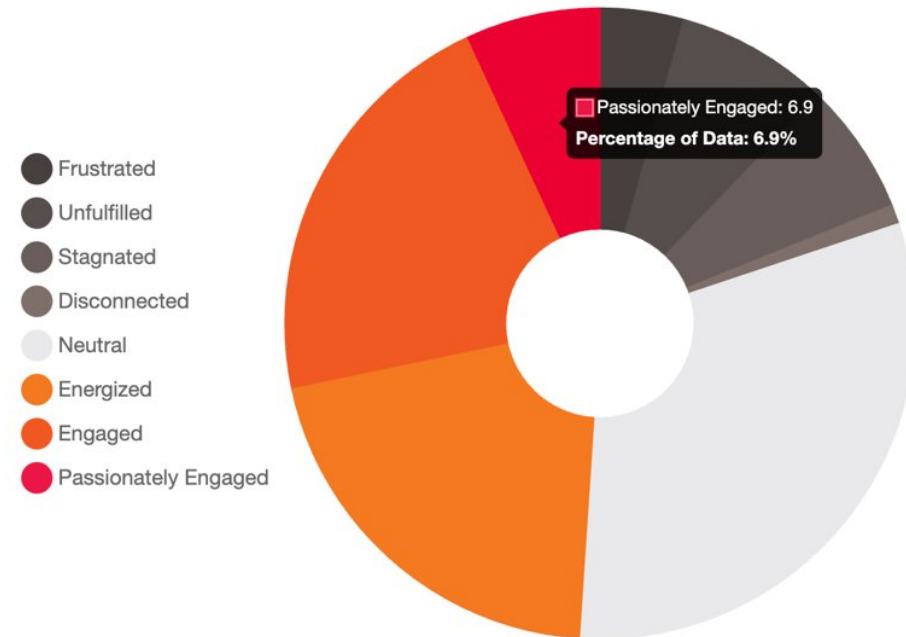




# Everyone Understands How They Fit

"I love the fact that I can get my results right away and see the company results at the same time! It shows full transparency. It shows the company trusts us!"

Hover your cursor over the graph sections to view percentages.





# Own Their Self-Development

“I can take control and actually do something about this.”

sparkdlens

## My Action Plan

### ★ SUSTAIN MEANING

Your sense of meaning is high. The current challenge for you is to maintain this high level of meaning in your current work and career. Consider the following practices:

- On a daily basis, begin or end your day with a reflection on the meaning that is inherent in what you produce at work and how you produce it. Recalling your essence of meaning keeps it clear and strong within you.
- Remind yourself how your current work and career support your sense of purpose in life. This will also sustain you.
- Continue to nurture your drivers of meaning and progress to ensure none are neglected.
- Quarterly, identify new challenges and growth areas for yourself to maintain the optimal level of challenge for your skills and talents. The more you learn, the more you need to be on the look out for opportunities to use and challenge those skills.
- Stay connected to your deepest aspirations. Annually, take a retreat. It may be a few hours spent writing and reflecting on your aspirations or a week-long yoga retreat! Find the format that is right for you.



# On-Demand Support

Resources for employees and managers to support individual action planning throughout the year.

## Content Library

At Spark'd, we want to support you by continuously updating our content and resource library. If your question or need cannot be satisfied on this page, contact us to ask your question or submit your request.



### Webinar Series for Individuals

Our three modules, approximately 10-minutes each, deepen your understanding of the Spark'd Lens Model, the 8 Emotional Profiles and the 21 Engagement...

[LEARN MORE →](#)



### Webinar for Managers

Managers cannot make someone passionate but they can create the conditions that make it easier or more difficult.

[LEARN MORE →](#)

**spark'd tip**

### Spark'd Tips

Sign up for our Spark'd Tips! 100% actionable and impactful!

[LEARN MORE →](#)



### Spark'd Blog

Check out our blog from our founder and thought leader in engagement!

[LEARN MORE →](#)



### Career Progress: Run your Race

We often leave our career in the hands of our manager or the organization. This three-part webinar series is full of tips and tricks!

[LEARN MORE →](#)



### Executive Coaching Service

As a leader, your state of engagement influences everyone around you. Remove the obstacles to sustaining your passion at work and learn to support

[LEARN MORE →](#)





# Saving You Time on the Front End



**Where will  
action  
planning  
sit?**

**Who will  
support  
the  
planning?**

**What data will  
those  
accountable  
for execution  
want?**





# Your Leaders Can Implement Right Away!

- 3 strengths to celebrate
- 3 focus areas to action



## Summary of Strengths & Focus Areas

### Strengths to CELEBRATE

- I am able to make **decisions** about the way that my work gets done. (0.5)
- This organization **communicates** changes or other critical information effectively. (0.5)
- I feel a real sense of **ownership** for my work. (0.5)

### Focus Areas to ACTION

- I am able to be true to my **personal values** at work. (-1.7)
- I have clear, prioritized **goals**. (-1.7)
- The mission or purpose of the company makes my **job here important**. (-1.7)



# Identifying Top Talent is a Critical Part of the Process

- ⚡ Succession Plans
- ⚡ Exceptional Performers
- ⚡ Leadership Programs
- ⚡ High Potential Programs

## ⚡ Summary of Strengths & Focus Areas

### Strengths to CELEBRATE

- I am able to make **decisions** about the way that my work gets done. (0.5)
- This organization **communicates** changes or other critical information effectively. (0.5)
- I feel a real sense of **ownership** for my work. (0.5)

### Focus Areas to ACTION

- I am able to be true to my **personal values** at work. (-1.7)
- I have clear, prioritized **goals**. (-1.7)
- The mission or purpose of the company makes my **job here important**. (-1.7)



# Data Privacy & Cyber Security: FAQs

With individualized survey results...

- How is employee data protected?
- What levels of security need to be in place?
- How do managers support individual results if they are confidential?

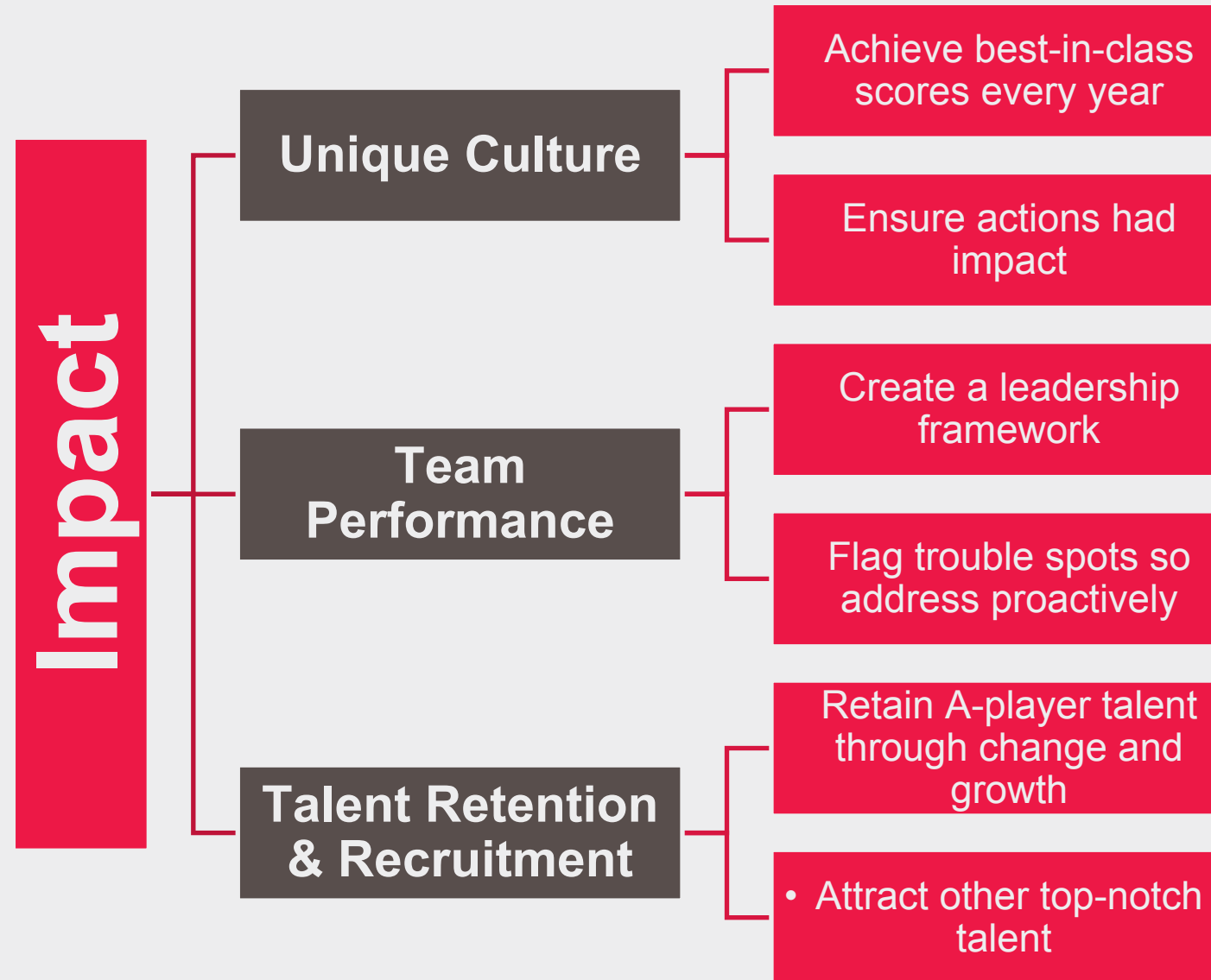


# Case Study: Multinational Insurance Company

spark<sup>d</sup>



## 3 Levels of Impact







## **Multinational Insurer:**

How they implemented  
individualized surveys and  
actions plans to retain their  
top performers with  
4 key strategies



1

# Reach Out to Every Individual

Communicate from Start to Finish

Pre-, During and Post- Survey

Unique outreach messages for emails, chat channels, intranets.



**Your feedback matters!**

Help us create a culture where we can each connect to what is meaningful and know we are making a difference.

.....

*You are receiving this email because we are a trusted partner of XXX*



Our  
leadership  
wants to know  
what drives your  
engagement



1

# Communications that are Fun, Sincere & Personalized Get The Best Results

Personalized  
Profile

What  
drives your  
passion?



● Leader Videos

● Marketing 

● Slack Conversations



2

# Concise & User-Friendly Surveys

spark'd

© 2023 Spark Engagement Inc.

LOGOUT

33%

YOUR PROGRESS

Section 2

21 questions

YOUR 21 ENGAGEMENT DRIVERS

1. This organization communicates changes or other critical information effectively.

1

2

3

4

5

6

7

8

9

10

Totally Disagree

Totally Agree

2. The policies of this organization are personnel-friendly.

1

2

3

4

5

6

7

8

9

10

Totally Disagree

Totally Agree

3. I believe in the values of my team / organization.



2

## Bolster HR Initiatives with Measurable Survey Insights

Build questions to  
measure specific  
initiatives



Use data  
scientists to  
correlate impact



Set action plans  
for what matters  
most





3

## Individual Support for Individualized Surveys



Vendor Helpdesk



IT & Data Quality  
Troubleshooting +  
FAQs



# Action Planning Support for Leaders

4

# TIME FOR

# ACTION

## Critical Activities

- Leadership team sessions
- Townhall presentations
- Top-performance-manager interviews
- Quarterly or mid-year check-ins



# Uncover Home-Grown Best Practices

Leverage AI to Identify your Most engaged Teams



# Client Examples of Best Practices that Uplift Everyone's Work Experience

**Inform within 24 Hours**

**Stop-Notice-Acknowledge**

**15-minute Weekly Sit Downs**

**Kick Offs that Celebrate Progress**



# The Breadth & Depth of Best Practices





# A Year-Long Conversation

- Tracking Progress
- Keep action plans fresh
- Run micro-learning sessions
- Check-in with leaders







# Implementing Individualized Survey & Dashboards for Your Company

Next Step? An Exploratory Conversation

**Should Feel Like This....**

*“Without the level of support given by Spark’d, we would never have been able to create this momentum or positive feedback in just one year.”*





# Explore Individualized Surveys & Reports For Your Company

In this call, we'll explore how to...



Connect your engagement program to your overall business goals



Connect individualized survey & reports to your HR strategy



Build upon your current strategies to strengthen retention of top talent

Book: [hello@spark-engagement.com](mailto:hello@spark-engagement.com)



## FAQs from February 27, 2025, Webinar: **The Blind Spot in Engagement Surveys That's Costing You Top Talent**

### **1. What were your research sources? Our main sources were as follows:**

- <https://drjohnsullivan.com/articles/half-top-performers-quit-last-year/>
- <https://www.predictiveindex.com/learn/talent-optimization/resources/surveys-reports/the-state-of-talent-optimization/>
- <https://www.wrike.com/blog/employee-retention-true-cost-losing-best-talent/>
- <https://albimarketing.com/blog/the-true-price-of-losing-key-talent-uncovering-the-hidden-costs-and-long-term-consequences/>

### **2. Who defines top talent, and what is the definition?**

Top talent should be defined by the company as it is somewhat different with each client. The purpose is to track who/what is most important to you. However, most definitions include the following:

- a. Strong Potential:
  - i. Skills to excel in current role with development potential.
  - ii. Often exceeding expectations in current role.
  - iii. Results focused on positive behaviours for achieving them.
- b. Highly Skilled/Expertise:
  - i. Currently have an area of expertise.
  - ii. Qualifications that enable them to take on specific work.
  - iii. Mastery level certifications.
- c. Plus, Emotional Intelligence:
  - i. Self-motivated /Take initiative.
  - ii. Passionate / Highly engaged.
  - iii. Integrity and represents well the company values and culture.

### **3. How large is Spark's global database?**

We have had different waves of data collection, producing hundreds of thousands of data points. Our research has involved approximately 50,000 individual surveys.

### **4. Are the individualized plans developed by AI or with human involvement?**

The reports are automated, but the database is created through our best practice research, as described in the webinar.

### **5. How recent is this data?**

The Spark data is up-to-date and kept current through ongoing research projects.

**6. Is this webinar approved for recertification for SHRM?**

We offer letters of participation in our workshops for SHRM upon request.

**7. What are some strategies for getting participation in blue-collar workforces?**

Our clients have had the most success with kiosk systems. They also assign “Helpers” to assist employees in using the technology. As almost everyone has a phone and related skills, we also recommend a mobile app.

**8. What is top talent looking for that others may not cite as critical for their decision to stay with the organization?**

An experience. They are looking for a unique work experience that makes them feel like they are contributing to something different and meaningful and that their skills are needed to achieve this aspirational goal.

**9. How often would you recommend conducting these surveys?**

Annually is best with pulse surveys on specific actioned items in between annual surveys for immediate feedback. It is critical to demonstrate that the feedback has turned into action and change before surveying again, even if it is just one very important item. Ongoing communication is an essential element of this cycle.

**10. How do we get the most value out of a survey? How do you best apply what you are given?**

The data should point you in a clear direction. One to three focus areas. In addition, identifying what teams demonstrate these as strengths is critically important as you can determine best practices already in place within the organization, making it easy to translate the focus areas into easy-to-apply practices.

**11. As feelings/emotions are so dynamic and they change all the time, we may catch them on a ‘good’ day or ‘bad’ day.**

Yes, this is true for any survey on any topic. We make our decisions based on how we feel, so mood may impact how someone answers. There is no getting around this. However, when employees know that their accuracy will produce the most valuable results for them, they take it seriously. Employees want to see their own profile and want support for moving forward whether their emotion that day is positive or happening.

At the individual level, it is a benefit to have a subscription so that between the formal surveys, individuals can check in at any time and create action plans for themselves as needed.

**12. How do you balance the value of individualization and transparency with the desire for anonymity (for psychological safety)?**

This is built by establishing trust: How the data is used tells employees everything they need to know about this. If team and broader feedback is welcomed and used to solve problems, employees will be more than happy to participate. Leaders need to walk the talk and demonstrate that it is safe to give feedback. Sometimes, this takes a year to establish if an organization is new to engagement or longer if there has been a lack of trust in the past.

**13. How do you measure emotions (and the science-based validity behind this)?**

We measure the 8 engagement states by the extent to which people self-report on Meaning and Progress. In addition, our researchers examined how another 100 questions were answered to create profiles, which were then described at a high level through our naming convention. Our algorithm has been validated multiple times by data scientists.

**Feel free to book a 30-minute consultation to speak about any of these topics in more depth or to learn more about how our individualized surveys could help you improve your workforce engagement!**