

EazyMirror offers a breakthrough approach to measuring and improving the engagement generated by each manager

Why Measuring Engagement Matters

Engaged employees are proven to deliver up to 35% more productivity and profits (PwC). For multinational organizations, measuring engagement is not just about satisfaction—it is a strategic lever for performance. Critically, up to 70% of an employee's engagement is driven by their direct manager, while less than 30% is influenced by HR and company policies. To optimize performance, organizations must measure and improve the engagement generated by each manager.

The Shortcomings of Traditional Engagement Surveys

Most engagement surveys are broad, time-consuming, and focus on what HR and management can influence, not what managers actually deliver. This approach has several limitations:

- **Lack of Confidentiality:** Employees often doubt anonymity, leading to cautious, politically correct responses that mask real issues.
- **Diluted Focus:** Surveys cover all engagement categories, so questions about managers may not get the attention or accuracy needed.
- **Indirect Measurement:** Traditional surveys measure parameters that possibly influence engagement (e.g., 'Does your manager listen to you?') rather than the actual engagement outcome. These tools are more for diagnostic purposes.
- **Limited Actionability:** Results are hard to translate into concrete actions, and responsibility for improvement shifts away from managers, reducing their accountability.
- **Resource Intensive:** These surveys are time-consuming for respondents and demand significant HR resources for analysis and communication, yet they often lead to little visible change. The complexity and workload involved also make it impractical to conduct surveys frequently enough to provide timely, manager-specific insights.

EazyMirror: A Targeted, Action-Oriented Solution

EazyMirror is designed to overcome these challenges by focusing exclusively on the engagement generated by each manager—the end result. The process is simple, confidential, and actionable:

- **Outcome-Only Measurement:** The survey measures only the end-result—how engaged employees are as a result of their manager—without attempting to diagnose the underlying reasons. Managers who want to understand their score can initiate further diagnosis with or without HR support.
- **Benchmarking:** Managers can compare their results with the average of their peers, enticing them to be at least as good as the average of their peers.
- **Manager Accountability:** Managers are informed that their engagement scores will be shared with leadership and/or HR after a grace period (12–36 months), motivating them to take ownership and seek improvement.
- **Short, Focused Surveys:** With fewer than four questions and requiring less than five minutes to complete, the surveys are easily repeatable as needed. They can be deployed organization-wide or targeted to individual managers, offering maximum flexibility.

- Absolute Confidentiality: Each manager receives only their own engagement score and a benchmark of other managers' averages. HR and top management receive only consolidated, anonymous results.
- Totally automated. No HR processing or analysis.

Benefits of the EazyMirror Approach

The EazyMirror approach delivers several key benefits:

- Sustains Performance Improvement: As managers become the primary drivers of engagement, team performance naturally increases.
- Fosters a Culture of Accountability: Responsibility for engagement shifts from HR and/or upper management to individual managers, making them accountable for the level of engagement they obtain from their teams.
- Promotes a results-oriented culture: By measuring outcomes rather than what is done to obtain them, it outlines that it is each manager's responsibility to obtain the expected level of engagement, as part of their job.
- Drives Intrinsic Motivation: Managers are motivated to improve based on their own results, leading to greater commitment and more effective learning.
- Efficient and Scalable: The low-cost, streamlined process minimizes HR workload and is easily scalable across large organizations.
- Relevant: Because the surveys are quick to complete, they can be administered more frequently or even targeted to individual units, delivering timely and actionable insights for each manager.

Implementation Process

The EazyMirror process is straightforward:

- Alignment: Define survey questions, delivery methods, and grace period in collaboration with management and HR.
- Preparation: HR provides participant data; an information session ensures transparency and buy-in.
- Survey: Employees complete the short, confidential survey (less than 5min).
- Results Delivery: Each manager receives their score and a benchmark; HR and leadership receive consolidated reports.
- Action: in view of their score Managers are naturally enticed to seek support (training, coaching, mentoring, 360 diagnosis, etc.) to improve them before the grace period is over, but the impetus for improvement remains with the individual.

Why EazyMirror is the Right Choice for Multinational Organizations

EazyMirror offers a scalable, cost-effective, and culturally adaptable solution to one of the most persistent challenges in global organizations: ensuring every manager is accountable for, and capable of, driving high engagement within their teams. By focusing on what matters most—manager-driven engagement—EazyMirror enables organizations to foster a culture of accountability, unlock higher performance, and deliver measurable business results.