

# Employee engagement in Crown corporations

## CROWN CORPORATIONS ARE A PECULIAR HYBRID

- Operating somewhere between a private enterprise and government body
- Working within varying degrees of autonomy and independence from government
- For some – advancing public policy, providing administrative support or oversight services for certain industries, for others – functioning as a profitable commercial entity
- Keeping the Minister responsible for your corporation informed and onside
- Meeting the strategic directives of your Board
- Securing support and approval from stakeholders, the likes of your Governor-in-Council, the Treasury Board, the Minister of Finance
- Liaising with other government departments, agencies and bureaucrats with different interests and agendas
- Adhering to complex legislation, policies, procedures and protocols
- Coping with union constitutions and regulations
- Providing services or functions to an expectant public

It's your employees who navigate through this maze to create and deliver success. Their opinions speak volumes. And their engagement is what makes the difference between acceptable and outstanding corporate performance.

Galvanize the minds and voices behind your corporation through employee engagement surveys. Use staff feedback as an influential means to fulfill your role with better efficiencies and outcomes.

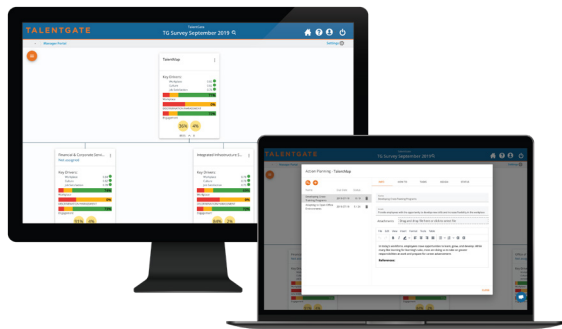
**HAVING CONDUCTED THOUSANDS OF DIFFERENT SURVEYS IN EVERY TYPE OF ORGANIZATION ACROSS NORTH AMERICA, TALENTMAP OFFERS YOU THE INSIGHTS, CONTEXT AND EXPERIENCES OF THOSE ORGANIZATIONS ALONGSIDE A DEEP UNDERSTANDING OF METHODOLOGIES AND ASSUMPTIONS UNIQUE TO CROWN CORPORATIONS AND OTHER GOVERNMENT AGENCIES.**



## Ask. Analyze. Act.

Whether your Crown corporation is expected to be profitable or entirely reliant on public funding, regardless of your sector – be it energy, transportation, business development, culture, travel/tourism, finance, agriculture or education – your challenges and pressures are the same.

Generate valuable strategic information from your employees. Combine TalentMap's public and private sector survey expertise with scientifically sound findings and actionable outcomes. Achieve higher returns on your employee engagement investment. And greater satisfaction from your public and political stakeholders.



### With TalentMap as your partner, you can expect:

- Decades of expertise with up-to-date, valid and reliable survey instruments
- Third-party layer of confidentiality for honest, open employee feedback
- The flexibility to deploy surveys in different languages and formats
- Unparalleled experience with engagement drivers specific to Crown corporations and government agencies
- Customized project development, online resources and guidance with nominal staff time or effort
- Extensive sector-relevant benchmark data for broader comparatives and insights
- Favorable response rates; TalentMap surveys elicit 80% participation on average
- Strategic post-survey action planning guidance (consulting and workshops)

**COMPARE INSIGHTS AGAINST OTHER CROWN CORPORATIONS, GOVERNMENT AGENCIES, DEPARTMENTS AND AFFILIATED ORGANIZATIONS:**



START YOUR SURVEY PROJECT WITH TALENTMAP TODAY.

CALL: 888-641-1113 | EMAIL: [INFO@TALENTMAP.COM](mailto:INFO@TALENTMAP.COM) | VISIT: [WWW.TALENTMAP.COM](http://WWW.TALENTMAP.COM)