TalentMap's benchmark data

✖ TALENTMAP

CHOOSE AN EXTERNAL BENCHMARK THAT'S RIGHT FOR YOU

Part of the initial employee survey planning process involves choosing benchmarks you want to be able to compare against. The questions you ask need to be compatible. If you're selecting an external survey partner for the first time or have decided to shift from a large survey vendor to a highly specialized albeit smaller one, you may wonder:

– If one database comprises more organizations and another is considerably less, do these differences impact benchmark validity?

– Is it best, if working with a niche specialist, to use a smaller sized benchmark based on comparable organization size? Or a larger overall benchmark including organizations of all sizes, sectors and locations?

Based on TalentMap's experience, it doesn't really matter what widget you're producing or what service you're delivering or where you're located. Whether a benchmark has 50 or 500 organizations is irrelevant. What matters is peer size.

What matters even more is something the industry calls **variance**. In simple terms a benchmark of organizations with similar results will be more reliable than a benchmark of organizations with wildly different (high variance) results.

ABOUT TALENTMAP BENCHMARK DATA

– Have very low variation. Low variation allows for objective, realistic target setting and direct attention to real issues, not just ones where engagement is lower.

– Provide credible context based on question comparability – incorporated into survey design at the very outset.

– Encompass multiple surveys conducted by organizations over the past five-year period.

– Encompass an extensive library of results from niche sectors such as health care, higher education, financial services, government/public service, and not-for-profit.

– Compare your results to a minimum of at least six unique organizations specific to your size and sector.

– Focus on results from top 10%, top quartile performers.

"The easily understood questions that allow for benchmark comparisons against organizations of similar size and industry, along with the professional support from staff have made our first experience with an externally-led survey very, very successful. I've been impressed by both TalentMap's scientific and people-focused approach."

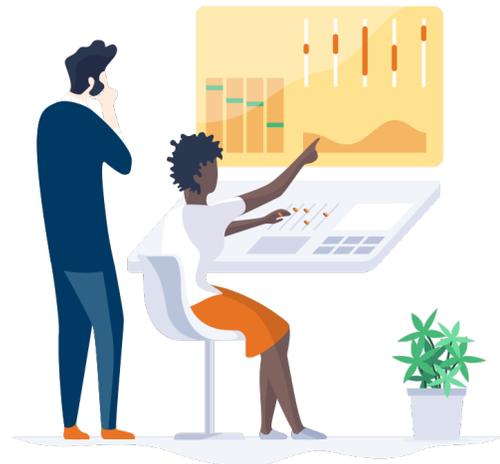– Marty Fisher, City of Kent Washington

Ask. Analyze. Act.

COMPARE YOUR ORGANIZATION'S SURVEY RESULTS WITH TALENTMAP'S ROBUST BENCHMARK METRICS DRAWN FROM THE RESPONSES OF MORE THAN ONE MILLION PUBLIC AND PRIVATE SECTOR EMPLOYEES.

While It's Reasonable To Expect Large Global Firms To Have Large Global Databases...

– You're likely looking at a collection of North American and European firms of all sizes and sectors which begs the question: is this an apples-to-apples comparison?

– Company size means different things to different organizations; the number of "large" businesses in the U.S. is relatively tiny, yet they wield massive clout and include some of the biggest brand names such as: UPS (481,000 employees in 2018), PepsiCo (267,000 employees in 2018) and Apple (132,000 employees in 2018).

– Given that benchmarks are based on responses from individuals – not organizations – the sheer volume of responses from even one large enterprise could heavily skew benchmarks rather than reflect the sentiments of small or mid-size organizations.

– Employee engagement among large companies is typically lower than small and mid-size organizations meaning benchmarks with large-size corporate representation may be lower than the universe in which your organization operates.

HAVING CONDUCTED SURVEYS TO OVER 14 MILLION PEOPLE IN EVERY TYPE OF ORGANIZATION ACROSS NORTH AMERICA, TALENTMAP OFFERS YOU THE INSIGHTS, CONTEXT, AND EXPERIENCES OF THOSE ORGANIZATIONS ALONGSIDE A DEEP UNDERSTANDING OF BENCHMARKS AND ASSUMPTIONS UNIQUE TO YOUR SECTOR AND SIZE.