

# Insight & Action



Spark  
Engagement  
Index



Impact the bottom-line  
with insights to ignite  
passion, productivity and  
performance.





## Driving engagement requires insight. Creating change requires inspired action.

Spark Engagement Index (Spark) delivers insight with a leading-edge employee engagement model and diagnostic survey designed for individuals, teams and organizations.

Spark Engagement Index (Spark) action plans and strategies help your teams to move employee engagement to the next level.

Spark Engagement Index illuminates the proven Engagement Drivers that matter for all employees, in any environment.



## Why Spark?

Spark Engagement Index is a leading-edge employee engagement model and scientifically validated diagnostic survey. Our proprietary research model and survey aligns findings with **proven, practical and actionable strategies** to engage your workforce.

Spark equips **individuals** and **people-managers** with the critical information and key insights they need to create impactful engagement strategies in any environment. Individuals have access to their results and can take responsibility for helping to create change in their work environment and culture. When leaders know how to drive engagement, they can ignite passion, productivity and performance in their workplace.

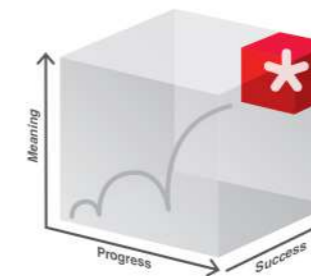


## What is Spark?

Based on 15+ years of engagement research and real-world consulting, our model measures relationships between **Meaning & Progress, Engagement Drivers** and **Engagement Outcomes**. We gauge how people feel about their work, and assess the experiences that drive their engagement level and ultimately impact their passion, productivity and performance.

Information is organized into meaningful themes:

- **Purpose & Inspiration**
- **Organizational Practices**
- **Mastery**
- **Autonomy**



The survey takes approximately 15 minutes to complete online and can be customised. Data processing is automated and reports can be generated on demand.



## The benefits of Spark.

- **Direct efforts toward the things that matter most.**
- **Scientifically validated program that is quick and easy to implement.**
- **Individual accountability through personalized reports.**
- **Fully automated online survey in french and english.**
- **At-a-glance scorecards, personalized and collective reports. Complete data confidentiality.**
- **Low internal resource demands.**
- **Pre-populated action-planning templates and practical strategies supported by manager guides.**



**“Our clients find it extremely useful in helping them understand why some people in their organisation are engaged and some are not.”** *CEO, Illumine Training*

**“It gets to the heart of the matter about employment motivation and relationships.”**  
*Director, Human Resources, multi-national insurer*

**“A business colleague introduced me to the model, and I knew I had found the answer.”** *Regional Learning Advisor, Canada Revenue Agency*

**“It’s like the master key to unlocking the individual motivational levels of my team members was handed to me.”** *Team Leader, Canada Revenue Agency*

# Employee Engagement Survey



## Contact US



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