



People Insight Model -
PEARL™



Introduction

People Insight have undertaken a comprehensive study to define a new model of engagement including the organisational factors influencing it. We have combined occupational psychology & business experience, extensive literature review and statistical analysis of over 20 million data points to develop PEARL™.

The organisational characteristics that drive engagement are represented by 5 global factors: Purpose; Enablement; Autonomy; Reward and Leadership, each underpinned by 2 key factors, resulting in 30 core, actionable employee engagement drivers.

These, added to our 5 key indicators of engagement: Pride; Advocacy; Endeavour; Longevity and Care, form a comprehensive, actionable, and lean model of engagement. In our view¹, this best represents the items that are shown to predict outcomes in organisations across private, public and not for profit sectors.

The model informs our questionnaire design and reporting, and helps to provide real actionable recommendations. The core model is highly comprehensive but, if required, we can amend wording or add items to fit different clients' strategic needs or historical survey content.

Developed by Organisation Scientists

The model was developed by a team of People Insight's Organisation Scientists. Data was mined from over 400 separate client studies, covering all industries and organisation types, and included an analysis of the drivers of high engagement specific to the best workplaces.



The model reflects cultural and technological change

It is best practice to remain up to date with new innovations and data, and our database of 20 million datapoints represented a fantastic opportunity to review and validate our model. There is also a lot of evidence that indicates cultural shifts in the workplace, which we felt needed to be reflected in an updated model: the increasingly recognised role of stress and wellbeing; new technologies; ways of working; cultural shifts from the retirement of Baby Boomers, transitioning to a workforce led by Generation X and millennials¹⁸. This led us to consider if the same questions are still valid in the current environment.



Model summary

Purpose – what the organisation stands for and where it is going²

- ▶ Alignment – understanding organisational aims and goals and where you fit
- ▶ Integrity – fairness, quality services, and organisational values³

Enablement – conditions that enable the individual to do their job well⁴

- ▶ Community – a supportive environment, and good vertical and horizontal communication
- ▶ Resources – equipment, resources, and job training

Autonomy – influence over positive work and health circumstances

- ▶ Mastery – freedom over work activities and employee voice⁵
- ▶ Wellbeing – work/life balance, workload management, health & wellbeing⁶

Reward – intrinsic and extrinsic rewards for workplace efforts⁷

- ▶ Growth – personal fulfilment and career development (intrinsic reward)
- ▶ Recognition – pay & benefits, feeling valued and praised (extrinsic reward)

Leadership – leaders listen, support, and enable positive change

- ▶ Senior Leaders – senior leaders provide vision, listen, and act⁸
- ▶ Line Managers – line manager support, feedback, and coaching⁹

Engagement^{10,11}

- ▶ Pride
- ▶ Endeavour
- ▶ Commitment
- ▶ Advocacy
- ▶ Care

Design detail

To design the model, we have used:

- ▶ Evidence around employee engagement in the organisational psychology literature, and the key factors and items that are used in research and industry¹²
- ▶ The wider research around stress, resilience, and organisational health to inform the content of our measures and the design of our model. Including mapping items onto key drivers of wellbeing^{13,14,15}
- ▶ Our experience in working with clients to inform our thinking, including what clients are interested in, and which items tend to associate statistically with engagement and other key outcomes
- ▶ We have carried out our own primary research using data from over 400 client studies, and over 20 million data points. We used statistical methods such as factor analysis, correlations, internal validity calculations, etc. to determine statistically how questions cluster into factors
- ▶ We have also focused on actionable items, and excluded “pseudo-engagement items” and those prone to bias
- ▶ Finally, we look to the work of other experts to sense-check our thinking, and to ensure that we are ahead of the curve in terms of the research and development we apply to our engagement work

35 questions in the core model

We use a 5 question engagement index based on the best practice metrics in industry and academia^{16,17}, comprised of behavioural and emotional measures: Pride; Advocacy; Endeavour; Intention to Stay and Care.

We add to this 30 drivers from 10 factors derived as outlined above. This number represents:

- ▶ A balance of detail & parsimony; rich enough in content to not be too general; allows sophisticated analyses and provides granularity and differentiation in action recommendations between the different organisations
- ▶ Minimises overlap, and redundant and non-actionable items
- ▶ It is short enough to be easily deployable, and avoids survey fatigue
- ▶ It lends itself to Pulse and mobile surveying

We feel that using this structure and taking action on the basis of the resulting recommendations will help to create enduring engagement to achieve the goal of high performing, healthy organisations, and:

- ▶ To support questionnaire design, both with new and existing clients
- ▶ In reporting, showing overall scores, differences to benchmark, and history
- ▶ To support action planning

What if I have been using the previous model – should I move to the new one, and how will I measure historical progress if the model has changed?

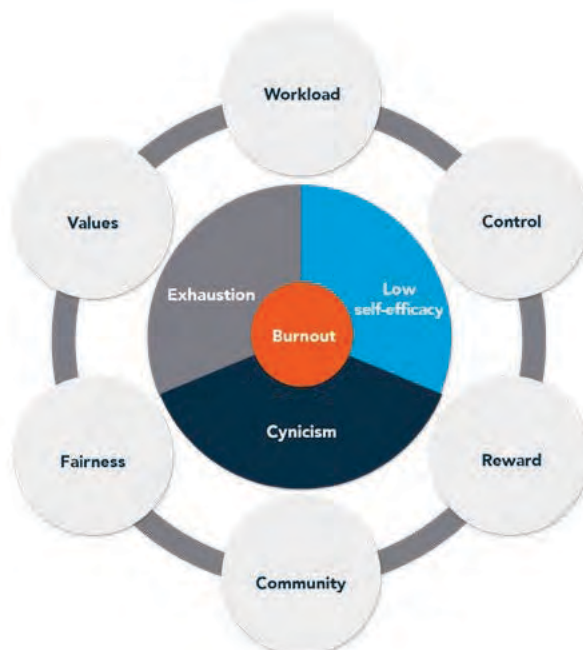
All previous questions used by People Insight are still valid, and this is a recommended core model that is open to bespoke additions to meet to the needs of individual clients. Most questions from previous surveys will be able to be mapped onto the new 10 factor structure. Any additional questions a client may use that fall outside the new 10 factor model can still be reported on, with custom indices and factors.

The importance of Wellbeing

- ▶ Wellbeing has been identified as a key component of sustainable or enduring engagement that remains stable over time.
- ▶ Wellbeing (based on stress, burnout, anxiety) and engagement can share very similar drivers. The items in the PEARL™ model have been cross-referenced with key driver concepts from the Stress literature¹⁹, to reflect key theories such as the Demands-Control-Support²⁰, Effort-Reward Imbalance²¹, JDR²², and DRIVE models²³.
- ▶ PEARL™ is therefore not only a powerful model to understand engagement, but also to understand and predict stress, burnout, and other employee wellbeing outcomes.
- ▶ This is likely to have implications for organisational wellbeing initiatives, as well as reducing sickness related absence and employee turnover.

Wellbeing

(Leiter & Maslach 2003)





Measuring Wellbeing, Stress and Burnout

While the core PEARL™ model provides a general indicator of staff wellbeing, organisations can now assess stress and burnout risk in more depth with additional PEARL™ measures.

This further strengthens PEARL™ as a wellbeing and sustainable engagement measurement tool.

Stress and low mood

Stress is manifested as feelings and behaviours related to **anxiety**, due to **stressful situations** that can't be coped with, which are causing negative outcomes **right now**.

Burnout

Burnout occurs when there is a **long term failure to cope** with negative work conditions and stress. It is characterised by **anxiety**, and can lead to **depression**.

It is a **major cause** of sickness absence, turnover, lost productivity, accidents and mistakes. Organisations can be at greater risk of lawsuits, and it is particularly damaging to a positive organisational culture.



Stress and low mood

The PEARL™ Stress and Low Mood Index is based on validated questionnaires such as the GHQ12²⁴ and Hospital Anxiety and Depression Scale²⁵. It acts as a warning flag to indicate if a team may be exhibiting negative stress or mood related behaviours and consequently may need further support (such as resilience training).

Burnout

It is vital that organisations are aware of the risks of burnout and how to identify it.

The PEARL™ Burnout Index has been designed based on work by Leiter & Maslach. Each key concept is included to function as a predictor and measure of *Burnout Risk*.

Teams who score poorly on most or all of the items below are exhibiting risk factors for burnout.

Key Burnout Risk Concepts²⁶

- ▶ Levels of workload
- ▶ Reward
- ▶ Fairness
- ▶ Control
- ▶ Community
- ▶ Good organisational values

Full wellbeing / risk audit

By adding these extra metrics, PEARL™ can function as not only an engagement tool with a traditional wellbeing index (e.g. around work-life balance), but can also measure general health, burnout risk, and stress and low mood, making it a full wellbeing/risk audit.

This is likely to have implications for organisational wellbeing initiatives and employee support, as well as improving sickness related absence, employee turnover, productivity and employee engagement.

PEARL™ Sample Question Set

1. PURPOSE	1. I understand the aims of <Client>
	2. The purpose of <Client> makes me feel good about my work
2. ENABLEMENT	3. I can get the training and development I need to do my job
	4. Communications are good between different teams
3. AUTONOMY	5. My opinion is sought on decisions that affect my work
	6. I have the freedom I need to get on with my job
4. REWARD	7. I feel valued and recognised for the work that I do
	8. My career development aspirations at <Client> are being met
5. LEADERSHIP	9. Senior leaders provide a clear vision of the overall direction of <Client>
	10. My manager takes time to coach me and develop my skills
6. OVERALL EXPERIENCE	11. I am proud to say I work for <Client>
	12. I would still like to be working at <Client> in two years' time
7. STRESS AND LOW MOOD	13. I don't spend a lot of time worrying about things that have happened
8. BURNOUT	14. I can comfortably cope with my workload

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We'd love to talk

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