

Key Driver Analysis Description

If you want to know which factors are most likely to affect levels of employee engagement at your organization, this is the report you'll need. We recommend a minimum of 70 respondents to ensure the most valuable reporting.

Key Driver Analysis employs what is called Stepwise Multiple Regression to order the employees' company performance evaluation attributes from most to least important. Regression is a multivariate analytical technique that examines the individual and multiple correlations between two or more sets of variables – in this case the 68 performance attributes and the average score of the 9 measures of employee engagement. The regression routine identifies how much of the variance explained (or noise) is accounted adding the attributes to the “model” one at a time. The most important attributes explain the overwhelming majority of the variance. Typically, that percentage declines to almost nothing after the addition of those attributes.

We consider the performance attributes that explain at least 3% of the variance to be the primary drivers of engagement and those that explain less than 3% but more than 1% of the variance to be secondary drivers of engagement. We attempt to limit the number of attributes included as primary or secondary drivers to not more than 10, and we concentrate almost exclusively on the primary drivers that emerge (usually 3-6).

We have found that companies want to focus on improving in areas that have the highest potential to achieve results. The primary drivers provide companies with such a roadmap. We also find that there are only so many areas on which a company can focus and create a strong and lasting impact within a year. That's a second reason we focus almost exclusively on the primary drivers.

The primary drivers we most often recommend as the focus are those where the company has the lowest performance scores – sort of the “low hanging fruit”. Those are the ones on which improvement is needed and where actions are most likely to impact employee evaluations.

When a company is strong regarding the key drivers – that means it should publicize that finding to employees AND keep up the good work.

Double-click on the icon below to view a Sample KDA.



KDA Sample.pdf