

New Wave Solutions



COMMITMENT FEEDBACK SURVEY

*Measure and Improve Employees' Commitment
to Your Company's Goals and Values*



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How Our Survey Helps HR Leaders



RETAINING TOP-TIER TALENT

Even compared to Employee Engagement, Organizational Commitment is the best-known predictor of long-term retention. Our team will enable you to improve employees' Organizational Commitment so your top talent can grow with your organization instead of growing out of it.



HIRING QUALITY TALENT IN A TIGHT LABOR MARKET

Companies with high Organizational Commitment receive more frequent and higher quality employee referrals, reducing the need for hiring in an already tight labor market.



LEARNING & DEVELOPMENT NEEDS

It can be challenging to know which types of learning and development employees need the most. Targeted free-response questions enable us to identify the percentage of employees who want various learning and development opportunities so you know where to focus your training efforts.



ADDRESSING OPERATIONAL & PROCEDURAL ISSUES

Every organization has at least some procedural or operational inefficiencies, which often frustrate employees and stifle growth. We ask employees to suggest operational and procedural changes, and then we report the most frequently mentioned improvement opportunities and the mentioned rate for each topic.



EMPOWERING EMPLOYEES

By asking employees how their direct manager can better empower them, we give HR Teams the insights and data necessary for them to help managers become more effective and impactful leaders. We also uncover the types of resources and support employees need the most.



COMMITMENT TO COMPANY GOALS AND VALUES

Unlike Employee Engagement, Organizational Commitment is a measure of employees' commitment to their company's goals and values. We don't just measure Organizational Commitment; we also uncover which changes would most directly and effectively bolster that commitment.

Survey Overview

SUMMARY: HOW IT WORKS

Your survey will measure employees' Organizational Commitment and enable you to compare scores across your desired groupings and against your industry's average. It will also determine which changes will most directly improve employees' Commitment, empowering you to take action quickly and confidently.

24 Questions Validated by
10 Psychologists

Approximately Ten Minutes
to Complete

Accessible On All Devices
Including Mobile

THREE SECTIONS OF THE SURVEY

Our standard Commitment Feedback Survey consists of three sections which you can then add to and modify. Below is a brief overview of these sections. The insights your survey will uncover are shown on pages 6 and 7.



1

Measure Organizational Commitment

Twelve Validated Likert Questions to Reliably Measure Organizational Commitment.

2

Commitment Drivers + Employee Feedback

Each of your Drivers will have one question to measure satisfaction plus a Free-Response question for employees to suggest improvements. Commonly selected Drivers include Company Culture, Career Growth Opportunities, and Pay/Benefits.

3

Demographic Questions to Segment Results

These multiple-choice questions will be based on your desired groupings, such as Tenure, Function, Seniority, Department, and Location.

Commitment vs. Engagement

WHAT IS ORGANIZATIONAL COMMITMENT?

Organizational Commitment is a more modern, valid, and predictive alternative to Employee Engagement. It is a well-validated measure of employees' commitment to their company's goals and values. You can learn more about Organizational Commitment by clicking [here](#).

WHY IS ORGANIZATIONAL COMMITMENT WORTH MEASURING?

Reduce Turnover

Employees who have high Organizational Commitment do not actively search for alternative employment and are not responsive to offers. [Wharton, University of Pennsylvania](#)

Improve Performance

Those high in Organizational Commitment are likely to work harder and more consistently with organizational expectations than those who are not. [Academy of Management Journal](#)

Increase Profits

Gaining employee commitment results in greater profits because enthusiastic employees stay, contribute discretionary effort, and engage customers. [Harvard Business Review](#)

WHY ARE LEADERS MEASURING COMMITMENT INSTEAD OF ENGAGEMENT?

Employee Engagement is important, but many don't realize it was developed the same year as the World Wide Web (1990). Since then, researchers have confirmed their hypothesis that employees' Engagement is primarily determined by their Organizational Commitment. Compared to Employee Engagement, increasing Organizational Commitment will have a more direct and significant impact on the following outcomes:

IMPROVED

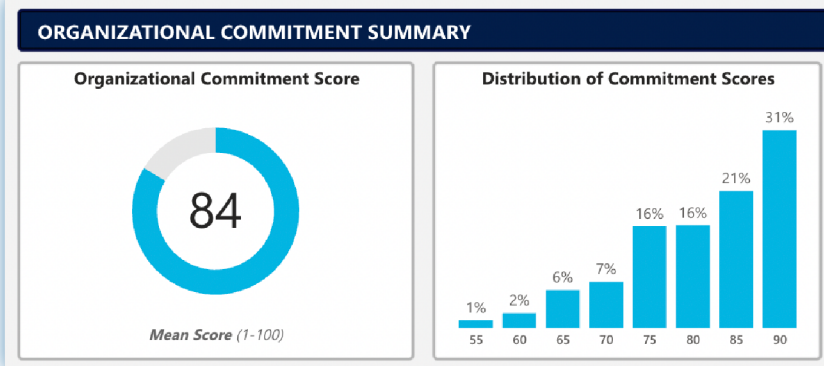
- ⬆ Retention Rates
- ⬆ Alignment with Company Values
- ⬆ Psychological Safety
- ⬆ Inclusivity and Belonging
- ⬆ Health and Well-being
- ⬆ Creative Collaboration
- ⬆ Efficient Communication
- ⬆ Employees' Net Promoter Score
- ⬆ Job and Career Satisfaction

REDUCED

- ⬆ Burnout
- ⬆ Recruiting and Hiring Costs
- ⬆ Onboarding and Training Costs
- ⬆ Voluntary Turnover
- ⬆ Absenteeism
- ⬆ Toxic Behavior and Work Conflicts
- ⬆ Bigotry and Prejudice
- ⬆ Need for Oversight
- ⬆ Performance and Work Quality/Issues

Organizational Commitment Insights

ORGANIZATIONAL COMMITMENT SCORES



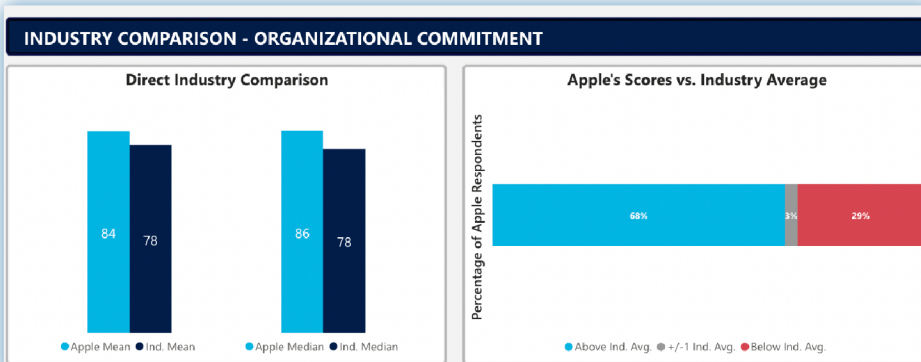
Your dashboard will begin with an overall Commitment Score, measured on a scale of 1 to 100. You will also have a Commitment Score Distribution for further visibility into how Commitment varies across your organization.

COMMITMENT SUBCOMPONENT SCORES

There are six subcomponents of Organizational Commitment: Pride, Belonging, Purpose, Loyalty, Devotion, and Attachment. You will receive scores for each subcomponent, and you can click on any of the bars in your graph to view the questions used to measure them.



INDUSTRY BENCHMARK COMPARISONS



We have a robust data set of average Commitment Scores for more than 45 distinct industries, enabling you to compare scores against your industry's mean and median. Moreover, your dashboard will report the percentage of employees above and below your industry's average.

Impact Projections + Free-Response Insights

DRIVER SATISFACTION SCORES



For each selected Driver, you will receive a Satisfaction Score of 1 to 100. You will also have a response distribution showing the degree to which employees see room for improvement for each of your Drivers.

DRIVER RANKINGS AND IMPACT PROJECTIONS

To objectively determine which initiatives to focus on, you will need to know how each will impact employees' Organizational Commitment. That is why We rank your Drivers based on their impact on Commitment, enabling you to identify and prioritize the most worthwhile improvement opportunities.



INDUSTRY BENCHMARK COMPARISONS

VIEWING FREE RESPONSE FEEDBACK FOR CAREER ADVANCEMENT OPPORTUNITIES

"Please list changes you would like implemented to improve the Career Advancement Opportunities provided at Apple:"

GROUP	TOPIC	MR %	IMPROVEMENT OPPORTUNITIES	VERBATIMS
All	Clearly Outline Requirements and Skills Necessary for Promotion	39%	While employees recognize that there are career opportunities available, especially given the size of the company. However their ability to be prepared in their pursuit of these opportunities is inhibited by a lack of clear requirements and skills which the promotion requires.	"A main reason why many of us decided to work here versus a start-up is because of the potential for advancement through the ranks. Although we often come across internal opportunities, it's not until we first hear of the job that we know what is required. It would be incredibly helpful to know requirements beforehand so that we can know how to prepare in order to be qualified applicants."
All	Notify Employees When Internal Positions Become Available	11%	In order for employees to effectively take advantage of career advancement opportunities, they want management to implement an internal system that notifies them when applicable promotion/position opportunities arise. Doing so will dismantle the hassle and "time-suck" of having to continuously search for applicable opportunities."	"Other organization's I've worked for have much better systems in place for letting employees know when positions that may interest them become available. In my experience, the only way we find out about advancement opportunities is when it's an executive position or we spend the time to search out such positions in our open-position registry."

We will conduct analyses to isolate the most suggested improvements for each Driver. Reporting includes verbatim responses and the percentage of employees who mentioned each improvement. Plus, our team of People Scientists and IO Psychologists will outline recommendations specific to each improvement opportunity.

Features, Capabilities, and Benefits

Below are some factors which enable us to develop and implement customized survey solutions to help our clients successfully measure and improve their employees' Organizational Commitment.

SURVEY CUSTOMIZATION

Your Project Success Manager will tailor your survey's branding and the phrasing of your survey's questions. Additionally, your PSM will take the time to understand your survey objectives to help you decide which Drivers to assess and how best to segment your results.

SIMPLIFIED & FLEXIBLE SURVEY ACCESS

Choose from various survey distribution methods, including SMS messages, anonymous links, emails, and QR codes. Employees will be able to access their survey from any device, including their phone, without downloading any app or software. Plus, they can start, stop, and resume their survey at any time leading to higher participation rates.

PARTICIPATION TRACKING + REMINDERS

You will be able to track your employees' survey participation. We will also draft conditional reminder emails to help boost participation and to let employees know when the survey is about to close.

RESULTS DEBRIEFS & ACTION PLANNING

We will walk you and your team through your results and discuss the most notable insights, trends, and improvement opportunities. We also provide action plan development workshops to help you turn results into strategic and actionable plans, enabling you to implement meaningful changes quickly and confidently.

SECURE DATA & EMPLOYEE ANONYMITY

Your employees' trusting in their anonymity is paramount, and that's why all our Team Members are certified in data security measures and survey anonymity protocols by the National Institute of Health (NIH) and the Collaborative Institutional Training Initiative (CITI).

PULSE & FOLLOW-UP SURVEYS

You shouldn't have to pay for more than what you need. That's why we offer three different plans, each of which is priced based on your headcount and the number of pulse surveys you intend to conduct. More information is available on the following page and [NWS's website](#).

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NWS TESTIMONIAL

"Superior insight, superior service, superior partnership. These are the attributes that differentiated my experience with NWS from the dozens of other companies in the HR surveying space. Couple these attributes with a fundamental understanding of how to turn people data into business results, and NWS proves without a doubt why they are the partner of choice to so many People Leaders."



ROBERT JACKSON

Founder | + One Consulting

[Email Robert](#)

[Connect via LinkedIn](#)

Plans and Pricing

Uncover Your Top Employees' Top Drivers of Organizational Commitment or Your Money Back!

WHAT'S INCLUDED	TIER 1	TIER 2	TIER 3
	VALUE	PREMIER	ENTERPRISE
Commitment Feedback Survey developed and supported by IO Psychologists	✓	✓	✓
Commitment Pulse Surveys to track progress on measurable goals (optional)	✓	✓	✓
Project Success Manager providing guidance, experience, and support throughout	✓	✓	✓
Survey Development Workshop to modify your survey's content and results segmentations	✓	✓	✓
Survey Distribution and Communications Workshop: Optimize how you share and discuss	✓	✓	✓
Live participation tracking with conditional reminder emails to increase participation	✓	✓	✓
Interactive Results Dashboard for easy navigation and utilization of your results/feedback	✓	✓	✓
Industry and "Best in Class" Benchmark comparisons and analyses	✓	✓	✓
Results Debrief Presentation with key stakeholders to discuss your findings and feedback	✓	✓	✓
Executive Results Summary highlighting key insights and improvement opportunities	✓	✓	✓
Multiple survey distribution options including SMS, anonymous links, email, and QR codes	Limited	✓	✓
Follow-up meetings to provide ongoing support, guidance, and industry insights	Limited	Quarterly	Monthly
Dashboard Drilldowns: Segment results across your desired groupings		✓	✓
Action Plan Development Workshop informed by your results and organization's structure		✓	✓
Pre-Survey Consultation to identify and prioritize objectives		Limited	✓
Results Summaries for specific leaders, positions, and employees (upon request)		Limited	✓
A comprehensive Action Plan developed by our IO Psychologists and People Scientists			✓
Resources and research specific to your results and Action Plan priorities			✓
Strategy recommendations to ensure accountability for the success of your Action Plan			✓
Follow-up presentations and secondary analyses of your results (upon request)			✓

Click Below for Information on Pricing and Custom Plans

[Get Your Price Quote Today](#)

[Request A Custom Plan](#)



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"The days of the annual engagement survey are slowly coming to an end, to be replaced by a much more holistic, integrated, and real-time approach to measuring and driving high levels of employee commitment."

Josh Bersin | Forbes, Deloitte, HR Thought Leader

NEXT STEP

COPY OR CLICK THE LINK BELOW TO SCHEDULE A ONE-ON-ONE DEMO

https://newwave.pub/Survey_Demo

We look forward to learning about your objectives and sharing relevant insights!