

## **EEA Launches Multiple Initiatives as More Businesses Embrace Engagement**

*Enterprise Engagement Indicator and Enterprise Engagement Meter help companies link people, performance and profitability*

**NEW YORK** – (February 12, 2010) – If the release of the feature-length movie “Up in the Air” or the new CBS TV series “Undercover Boss” are any indication, the era of Enterprise Engagement has arrived. Engagement, the initiative to achieve long-term financial results by aligning employees, customers, salespeople and all audiences inside and outside of an organization, has proven to be critical to business success.

The Enterprise Engagement Alliance/EEA ([EnterpriseEngagement.org](http://EnterpriseEngagement.org)), a coalition of companies, associations, educators and media firms dedicated to the pursuit and promotion of engagement, today announced two key initiatives to help companies understand, analyze, implement and measure engagement within their organizations.

### **The Enterprise Engagement Indicator**

The Enterprise Engagement Indicator (EEI), developed by EEA Chairman Allan Schweyer with assistance from Rodger Stotz of Delta Qi Consulting and Tom Lacki of Peppers & Rogers Group, is an online survey tool that is used to quickly determine whether an organization can benefit from a more formal engagement strategy. The results pinpoint where and how an engagement strategy would be most effectively applied – from consumer and channel marketing to sales, customer service, operations and/or administration.

“By using this tool, the business world can better understand how to implement engagement strategies,” says Schweyer. “The EEI collects invaluable information from the front lines of management, people who face the issue of engagement on a daily basis, and that data helps companies become more productive and profitable.”

Users distribute a link to the survey via e-mail to key managers across an organization, set a cut-off date, and within three business days they receive a confidential report with top-line recommendations. The EEI is offered to corporate supporters and sponsors of EEA at no cost, and is available at \$349 per use to non-affiliates. The survey takes under 15 minutes to complete, and all data are confidential. Go to [www.EnterpriseEngagement.org/indicator](http://www.EnterpriseEngagement.org/indicator) to view the EEI survey and a sample follow-up report.

### **The PollStream Enterprise Engagement Meter**

In conjunction with PollStream Inc., a leading social software and technology firm based in Toronto, Ont., EEA has also created the Enterprise Engagement Meter (EEM), which resides on the EEA Portal ([www.enterpriseengagement.org](http://www.enterpriseengagement.org)). Unlike the more comprehensive EEI that collects information from an entire management team, the EEM

allows any individual to quickly and privately assess their organization's engagement opportunities. The results are instant and there is no charge.

“Engagement is a must for any organization motivated to recruit and retain their best employees,” says Steven Green, President and Founder of PollStream. “Our partnership with EEA allows us a key role in helping build communities that are more engaged, connected and collaborative.”