

ChangeFX™ employee engagement survey is designed to gain benchmark measures in regard to their degree of understanding and their enrollment behind the present understanding of the brand and illustrate the disparity that may exist across the management team and employees in each of the properties. ChangeFX™ is designed to measure change effectiveness using the following criteria:

- Clear, shared vision
- Leadership alignment
- Communications process (metrics, vehicles, etc.)
- Communications impact (inspiration to act/change behavior)
- Employee enrollment in support of the brand
- Cultural alignment

ChangeFX™ can measure and track the effectiveness of brand change management among employees over time and benchmark against other initiatives. The graphical representation of the results makes it quick and easy to share with senior management.

ChangeFX™ uses a standard set of evaluation questions and criteria to measure the overall effectiveness of a change communication

initiative. However, the questions and criteria can be customized as needed to meet unique requirements. We would be more than happy to set up a live web demonstration of how it works.

ChangeFX™ -
Inward's proprietary
employee
engagement
research tool

- Online
- Actionable
- Benchmarking
- Safe and secure
- Very easy to deploy
- Codified
- Extremely costefficient

