



HOW TO CALCULATE YOUR COMPANY'S EMPLOYEE ENGAGEMENT RATE

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1. INTRODUCTION

Understanding Engagement

Employee engagement is one of the strongest indicators of a healthy organization. It reflects how committed, motivated, and emotionally invested your people are in their work.

But while everyone talks about engagement...

- very few companies know how to measure it properly
- fewer still use consistent methods
- and almost none compare results before and after training

This guide will walk you through everything you need to confidently measure engagement within your organization - using clear, simple formulas and a ready-to-send survey.



2. WHAT IS EMPLOYEE ENGAGEMENT?

Employee engagement represents the emotional and psychological connection employees have with their work, their team, and your organization. It includes:



Motivation



Dedication



Purpose



Recognition



**Connection
to mission**



**Intent to
stay**

Engaged employees don't just show up — they show up with energy, effort, and intention.



3. WHY MEASURING ENGAGEMENT MATTERS

Measuring engagement helps you:

- Identify strengths and risks
- Understand team morale
- Predict turnover
- Improve culture intentionally
- Compare departments
- Track performance over time
- Demonstrate ROI for recognition initiatives like the Orange Program



You cannot improve what you cannot measure. And you cannot prove impact without data.

4. THE EMPLOYEE ENGAGEMENT SURVEY (COPY/PASTE TEMPLATE)

Here's a [ready-to-send survey](#) you can recreate in SurveyMonkey, Typeform, Google Forms, or any HR platform.

To calculate your engagement rate effectively, your survey should include:



This last year, I have had opportunities at work to learn and grow.



In the last six months, someone at work has talked to me about my progress.



At work, my opinions seem to count.



There is someone at work who encourages my development.



My supervisor, or someone at work, seems to care about me as a person.



In the last seven days, I have received recognition or praise for doing good work.



The mission or purpose of my company makes me feel my job is important.



I know what is expected of me at work.

5. HOW TO CALCULATE YOUR ENGAGEMENT RATE

To calculate your company's engagement rate using the 8-question survey:

Step 1 – Assign numeric values to responses

Convert employee answers into numbers:

- Strongly agree = 5
- Agree = 4
- Neutral = 3
- Disagree = 2
- Strongly disagree = 1

Step 2 – Collect all responses

Each employee answers all 8 questions using the scale above.



Step 3 – Find the Total Score

Add together all numeric values from all respondents for all 8 questions.

Step 4 – Find the Maximum Possible Score

Maximum Score = Number of Employees $\times 8 \times 5$
(Because the highest possible score per question is 5.)

Step 5 – Calculate Engagement Rate

$$\text{Engagement Rate (\%)} = \frac{\text{Total Score Collected}}{\text{Maximum Score}} \times 100$$

Pro Tip: Always include one optional open-ended question so employees can share context, highlight barriers, or give suggestions. These qualitative insights often reveal what numbers can't.

Engagement Survey

Employee Engagement Pulse Survey

Thank you for taking a few minutes to complete this engagement survey. Your feedback is essential to helping us understand how you feel about your work, your team, and the overall employee experience. The goal of this survey is to identify what's working well and where we can improve so we can create a more supportive, productive, and engaging workplace for everyone.

Your responses are completely confidential. Please answer honestly; there are no right or wrong answers. The survey should take about 5 minutes to complete.

Section 1: Company Context

* 1. How engaged do you feel at work? (Rate on a scale of 1 to 5)

☐ 1
☐ 2
☐ 3
☐ 4
☐ 5

* 2. How motivated are you to do your best work every day? (Rate on a scale of 1 to 5)

☐ 1
☐ 2
☐ 3
☐ 4
☐ 5

* 3. How committed are you to your team? (Rate on a scale of 1 to 5)

☐ 1
☐ 2
☐ 3
☐ 4
☐ 5

Access now

Engagement Score Interpretation Guide

Use this table to understand your results:



Score	Interpretation
85% – 100%	Excellent engagement. Strong culture, motivated teams.
70% – 84%	Good. Healthy, but recognition can push it higher.
55% – 69%	At risk. Teams may feel disconnected or under-recognized.
Below 55%	Critical. High turnover risk, low morale, leadership concerns.

Use this table to understand your results.



Engagement Tracking Template

<i>Date</i>	<i>No. of Employees</i>	<i>Questions</i>	<i>Engagement Rate</i>
<i>Pre-Orange</i>	<i>40</i>	<i>8</i>	<i>72%</i>
<i>Post-Orange</i>	<i>40</i>	<i>8</i>	<i>84%</i>
<i>+ Change</i>	<i>-</i>	<i>-</i>	<i>+12 points</i>

Turn This Into an Excel or Google Sheets Table:

To make the calculation easy and repeatable, you can build a simple spreadsheet that automatically calculates your engagement rate.

How Often Should You Run It?

Recommended frequency:

- Every 6 months → Full engagement survey
- Every 2-3 months → Mini pulses (3-4 questions)
- Before and after Orange → Required

For the Orange Program:

1. Run full survey before training
2. Run the exact same survey 6-8 weeks after training

Consistency = reliable results



TIP:

Comparing scores before and after your program lets you identify trends, highlight improvements, and show ROI for leadership.

6. HOW TO INTERPRET IMPROVEMENTS OVER TIME

Comparing scores before and after the Orange Program shows impact.

Example:

- Before: 72%
- After: 84%
- Improvement: +12 points → +16.7% increase in engagement

If you break the survey into categories, you can show impact per theme:

- Recognition ↑
- Manager support ↑
- Motivation ↑
- Connection to mission ↑

This becomes your impact report for leadership.

Mini-Templates for Communication

Template: Email to Employees Before Survey

Subject: Help Us Improve Engagement at Work

Hi team,

We're running a short engagement pulse to better understand how you're feeling at work.

Your answers are anonymous and will directly help improve recognition, communication, and support across the company.

Thank you for your time, your voice matters.



Template: Email to Managers After Results

Subject: Engagement Results — What We Learned

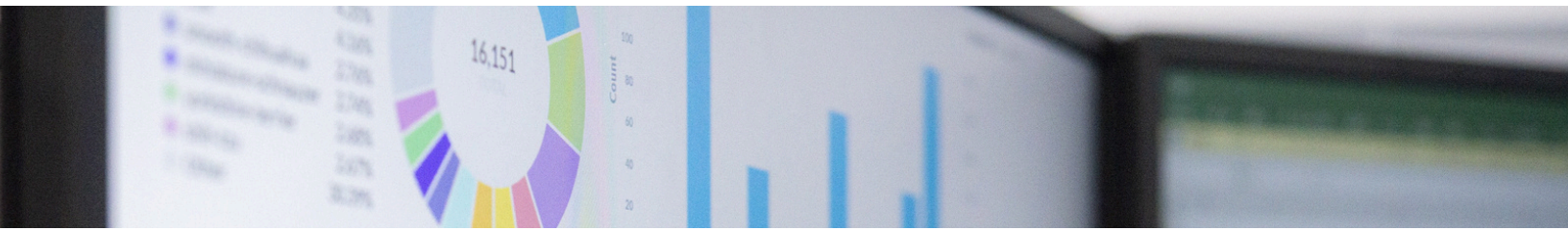
Hi managers,

Thank you for encouraging your teams to complete the engagement pulse.

Here are the key insights:

- *Overall engagement: XX%*
- *Recognition score: XX%*
- *Manager support: XX%*

We will use these insights as our baseline before the Orange Program, and we'll measure improvements again in 6–8 weeks.



7. CONCLUSION

Measuring engagement doesn't have to be complex. Using the 8-question survey and a clear numeric conversion, any HR team can understand how motivated, connected, and supported employees feel.

Once managers complete the Orange Program and apply recognition habits daily, this engagement score becomes your baseline for comparison. Run the survey again after 6–8 weeks to quantify progress, highlight areas of improvement, and celebrate gains.

A well-measured engagement rate doesn't just give you a number. It gives you clarity, direction, and a powerful starting point for building a happier, more committed workforce.