

# Workforce Analysis Profile™

Employee Reality Check-Up



## A major nationwide study has shown that over 50% of the working population are not engaged in their work . . .

Our labor force is changing, and individuals in the workforce are less motivated, want less responsibility, are less educated and are widely diverse in age, background and lifestyle.

Because of the changing workforce dynamic, Age Wave, a world leader in issues of an aging population, The Concours Group, a human capital development consulting firm, and Harris Interactive, a top research house, united with Profiles International to conduct a study to better understand the workforce of the 21st Century.

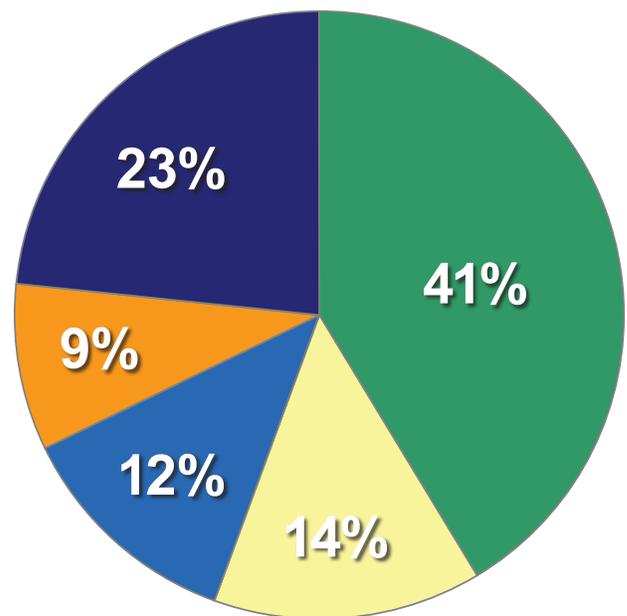
The study summarized input from adults employed by organizations representing small, medium and large organizations across 24 industries.

The study's findings include strong insights into the employer-employee relationship and showed that organizations struggle with hiring and retaining qualified workers.

Therefore as corporate decision makers, you are faced with many challenges in building, growing, managing and engaging talent.

## What Is the biggest operational challenge in managing a company?\*

-  Finding, hiring and retaining qualified workers
-  Developing a strong sales strategy
-  Managing cash flow
-  Building and integrating internal systems
-  Other



**Building a high-performance, fully engaged workforce** means an organization must analyze and prepare a plan to attract and retain the best employees who will become engaged and deliver results.

\* Note: Percentages don't equal 100% due to rounding.  
Source: Deloitte & Touch USA LLP

**Measuring employees' attitudes and beliefs toward their employers, current managers and job functions is a critical first-step toward building a high-performance workforce and enhancing and improving the engagement levels within an organization.**

There is no best-practices manual for understanding today's workforce, but understanding, knowing and tailoring corporate job offerings to a changing workforce puts an organization and its decision-makers in control in order to raise engagement levels.

The Workforce Analysis **Profile™** is a unique survey designed to measure employees' engagement levels and their total workplace experiences. It also indicates job satisfaction and the work environment of staff members within an organization. **The information collected in this survey provides leaders with a vital perspective on the current reality in their organizations' workplace and areas of concern affecting the total workplace experience.**

**The Workforce Analysis Profile™ provides insight into your employees' opinions about human resource issues, the role work plays in their lives, what their needs and preferences are on-the-job and what motivates them at work.**

**Let us help you** take the first step toward building a satisfied and productive workforce that increases revenues and reduces costs in your organization.

Profiles  International  
imagine great people™

Find Out About Your Workforce  
What Percent Are:

1. Accomplished Contributors
2. Detached Contributors
3. Fair & Square Tradionalists
4. Maverick Contributors
5. Self-Empowered Innovators
6. Stalled Optimists



Engaged employees are excited and enthusiastic about their jobs. They resist distractions, tend to forget about time and routinely produce significantly more than the job requires. They enjoy searching for ways to improve circumstances and volunteer for difficult assignments. They also encourage others to higher levels of performance. Finally, they are proud to be involved with their organization and are more likely to stay with the company.

In the end, there are many benefits and advantages to understanding engagement levels. Companies with this knowledge have higher retention rates, superior customer service and realize enhanced bottom-line results.

**Wouldn't You Want This for Your Company?**

