What is an Engagement Ambassador?

An Engagement Ambassador is someone who cares about their workplace and the experience they and their coworkers have. They want to continually improve the workplace.

Employee Engagement is all about employee feedback, so why not get your employees’ feedback and input on the communication, survey process, and follow-up for Engagement?

That’s where Ambassadors come in. Engagement Ambassadors can help in each of these areas and bring a perspective you don’t have. They can offer up fresh insights and ideas on your Employee Engagement initiative. Ambassadors can also help increase trust from employees in the engagement process when they know someone who is directly involved.
In this guide we’ll go over a recommended timeline for Ambassadors, what to do at each step of the process, and provide you with information you can pass on to your Ambassadors.

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Key Points to Remember

1. **Train them on Engagement.** Make sure they understand what it is and how it impacts your organization. This is a team of advocates for the entire organization and they need to be able to speak intelligently about engagement.

   Here is an explanation of engagement and the model we use.

2. **Schedule regular meetings to discuss the engagement process.** Ambassadors should be involved throughout the entire engagement survey process. From content design to communicating results to commitment planning. Having them involved from the beginning ensures the survey touches on topics that are important to your employees.

3. **Listen to their feedback.** Have Ambassadors share what questions they are hearing around the office about the Engagement initiative. Ask them to provide feedback on what commitments are and are not working and what is lacking in the communication to employees.
Overall Timeline

1. Recruit Ambassadors (8 weeks)
2. Design Survey (6 weeks)
3. Communicate (4 weeks)
4. Survey Open
5. Analyze Results (4 weeks)
6. Commit, Follow-up, Review
7. Ongoing
1. Recruit Ambassadors
8 weeks prior to survey launch

What happens during this phase? Ask for volunteers. They are more likely to be invested throughout the entire process and care about engagement within your culture and organization. The ideal size for a committee is 10 to 20 people, depending on the size of your organization.

Note: It’s best to have employees from various levels of the organization (members from senior leadership, as well as managers and front-line employees), departments, tenures, age groups, cultures, and geographic locations. You want a variety of perspectives, and you want advocates in all pockets of the organization.
2. Design
6 weeks prior to survey launch

What happens during this phase? Designing the engagement survey, such as which items to include, exclude, or revise

How to involve your Ambassadors:
- Ask them to offer ideas for topics that could be included in the survey
3. Communicate
4 weeks prior to survey launch

What happens during this phase? Communicating about the launch, open window, and intent of the engagement survey

How to involve your Ambassadors:
- Discuss ways in which the engagement survey process can be effectively communicated across the entire organization
- Ask them to brainstorm communication templates for specific departments or locations that could be used in combination with communications from HR or Executive Leadership
4. Launch & Close

What happens during this phase? Collecting responses from employees

How to involve your Ambassadors:
- Hold Engagement Workshops to help them become knowledgeable about employee engagement
5. Analyze
4 weeks post-survey

What happens this phase? Extracting insights from survey results

How to involve your Ambassadors:
- After strategic focus areas have been agreed upon by HR and Executive Leadership, hold meetings with Ambassadors to give them an opportunity to offer input about those strategies
- Involve them in brainstorming sessions to generate questions and templates that can be used in Focus/Listening Groups
6. Commit & Follow Up

What happens this phase? Putting insights into action

How to involve your Ambassadors:
- For individual contributors, have them encourage their immediate managers to review survey results with their teams and commit to enhancing certain sets of results
- If Ambassadors have direct reports, have them review survey results with their teams and commit to future improvement
- Make sure they track any follow up actions to review with other Ambassadors
Step-by-step: How to Involve Your Ambassadors

7. Review

What happens this phase? Evaluate each previous step for continuous improvement

How to involve your Ambassadors:
- Hold After Action Review meetings to discuss any strengths, opportunities, and barriers noticed during the engagement survey process
- These meetings are important for future refinement of both the survey process and creating a more cohesive engagement culture
Guide for Your Ambassadors

Print the following pages and give them to your Ambassadors in the first meeting.
Guide for Engagement Ambassadors

What is an Engagement Ambassador?
An Engagement Ambassador is someone who cares about their workplace and the experience you and your coworkers have. You want to continually improve your workplace.

What is Engagement?
Employee engagement is the strength of the mental and emotional connection employees feel toward their places of work.

What is your role/responsibility?
Be involved. Attend the Ambassador meetings and provide input. Be knowledgeable about Employee Engagement so you can answer questions your team members may have.

Understand Survey Confidentiality
This is a common question when it comes to employee surveys, and we want to be sure you understand our promise that the survey is confidential. We are partnering with Quantum Workplace to administer the survey. We will never see individual survey taker responses.

Click here for the Quantum Workplace Privacy Policy.
How will you be involved?

**Design**
- Offer ideas for topics that could be included in the survey

**Notify**
- Discuss ways in which the engagement survey process can be effectively communicated across the entire organization
- Brainstorm communication templates for specific departments or locations that can be used in combination with communications from HR or Executive Leadership

**Launch & Close**
- Attend Engagement Workshops to become knowledgeable about employee engagement
How will you be involved?

Analyze
- After strategic focus areas have been agreed upon by HR and Executive Leadership, attend meetings to offer input about those strategies
- Brainstorm questions and templates that can be used in Focus/Listening Groups across the organization

Commit & Follow Up
- If you are an individual contributor, encourage direct managers/supervisors to review survey results with their teams and commit to enhancing certain sets of results
- If you have direct reports, review survey results with them and commit to future improvement
- Track any follow up actions to review with other Ambassadors

Review
- Attend After Action Review meetings to discuss any strengths, opportunities, and barriers noticed during the engagement survey process
- These meetings are important for future refinement of both the survey process and creating a more cohesive engagement culture