



Workforce Performance Down to a Science

Creating a high-performance workforce requires understanding what makes your people work harder, stay longer, and care more. It's about listening, understanding, and taking action to enable your leaders, engage your workforce, and equip your people.

That's what we do for business. **That's the power of workforce performance down to a science.**

10.6%
AVG. INCREASE
IN CLIENT ENGAGEMENT

24%
OF THE FORTUNE 50
ARE WSA CLIENTS

Empowering high performance is both an art and a science.

An effective employee experience program is designed around a combination of art and science that ultimately uncovers the right actions to move the needle on workforce performance.



The science is formulated from validated data, proven methodologies, and continuous new research that results in best practices. The WSA normative database, WSAdata, is among the world's largest databases of employee research—including 10+ million employees surveyed from 200+ countries around the world, across all major industries. This makes it one of the most current, relevant, and robust resources for understanding the science of a high-performing workforce and an optimized employee experience.



The art includes the unique components of an organization that shapes its identity. Culture, organizational initiatives, challenges, and HR strategy are all factors affecting the employee experience. Understanding these factors is critical to developing an employee experience strategy that uncovers the most important topics affecting employees and arms leaders with the best actions to improve performance.

When you know the right levers to pull to create an exceptional employee experience, you build a workforce that is unstoppable. You maximize their performance and, in turn, maximize business performance.

700+
EMPLOYEE EXPERIENCE
PROGRAMS IMPLEMENTED
ANNUALLY

10M
EMPLOYEES SURVEYED

150M+
SURVEY RESPONSES

200+
COUNTRIES

125+
LANGUAGES

500+
C-SUITE LEVEL
DIALOGUES



The Method and the Approach

The Method for improving workforce performance starts with 1) understanding what motivates your employees to work harder, stay longer, and care more, and 2) ensuring every employee is equipped to do their job right and well. These two insights help spotlight priorities for action at every level of leadership and, ultimately, lead to improved workforce performance.

The Approach we use starts with a census-wide employee experience survey that serves as the playbook for shaping the employee experience. Insights obtained from the census experience survey inform actions that need to be taken and mold the components for an effective future listening strategy, including timing, audience, and content.



Our Partnership Options

The level of support we provide your leaders and how closely we partner with you is based on your objectives and budget. We break our efforts into three overall categories so you can engage us in the way that works best for you.

Guided—you are in the driver’s seat with one of our experienced project managers supporting you through the process.

Managed—a full partnership between your team and the WSA project management and consulting teams.

À la carte—add services you need as you need them. Consult your WSA partner for information on services and pricing.

About WSA

To us, it is all about workforce performance. Because when your workforce is performing to its highest potential, when you know the organizational levers to pull to double—or triple performance and to keep your best doing what they do well, you create a workforce that is unstoppable. You can hire the very best, uncover the moments that matter to your people, maximize their performance, and be confident you are getting the most from them—every day.

Through our partnership with Qualtrics, our clients receive the very best technology combined with the very best research and science available—the winning formula for success.

qualtrics^{XM}
2X EX PARTNER
OF THE YEAR

700+
QUALTRICS EX PROGRAMS
IMPLEMENTED ANNUALLY



SHRM and WSA have partnered to develop the SHRM[®] Engagement Survey, Powered by WSA[®]. Companies are now able to take advantage of this validated offering for their annual employee engagement survey efforts. Built using WSA's proven content and vast normative database, this solution ensures all SHRM employee engagement clients implement best practices that drive improved performance for their organization.



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