



# I N N O V A T I O N M I N D S

## Non Profit Industry Benchmark Report 2024 [EMPLOYEE ENGAGEMENT]



## I N T R O D U C T I O N

We are delighted to present Innovation Minds' first Engagement Analytics Report tailored for the Non-Profit Industry. While Innovation Minds is recognized for its groundbreaking work across various sectors, this report focuses on the unique dynamics within the Non-Profit sector.

Over the years, we have collaborated with a diverse range of industries, gaining valuable insights into the drivers of employee engagement. In examining the Non-Profit Industry, we acknowledge the distinctive factors influencing and motivating employees in this domain. By drawing comparisons with our experiences in other sectors, we aim to shed light on the subtle nuances that contribute to engagement levels within the Non-Profit landscape.

Understanding the drivers of employee engagement is paramount, especially in an industry where the competition for talent is as critical as the pursuit of excellence. As the Non-Profit sector evolves, recognizing and addressing these nuances becomes integral to fostering a work environment that not only attracts top talent but also ensures long-term commitment and enthusiasm.

This report serves as a benchmark, offering industry-related insights and providing a comparative analysis with other sectors. We believe that gaining a comprehensive understanding of your industry's employee engagement landscape, coupled with insights from leaders in other domains, can empower your organization to make informed decisions and stay ahead in the competition for skilled professionals.

As each workplace has its unique dynamics, individual research is imperative. The aggregated and anonymized data presented in this report aims to complement your internal efforts, offering a broader industry context. We have seen time and again in our client's work that the factors influencing engagement can vary significantly from one organization to another. This report, while providing general industry trends, underscores the importance of individualized approaches to employee engagement and retention strategies.

We trust that this report will not only be informative but also serve as a valuable tool in shaping your organization's employee engagement initiatives. Should you have any questions or if Innovation Minds can assist you further, please feel free to reach out.

In the ever-evolving landscape of 2024 within the Non-Profit Industry, where the importance of engaging employees is paramount, we are delighted to share the latest insights drawn from our experiences with Non-Profit organizations. As the sector increasingly recognizes the crucial role of employee engagement, we witness a transformative shift toward data-driven decision-making.

Here are five key trends that we anticipate will shape the Non-Profit landscape in 2024:

**I. Responsive Urgency:** Non-profit organizations are demonstrating an increased sense of urgency in responding to engagement results. Proactively addressing and enhancing outcomes, coupled with meticulous re-measurement, reflects a strategic commitment to cultivating a responsive and dynamic work environment.

**II. Task-Specific Survey Designs:** Non-profit entities are moving away from generic surveys, opting for tailored designs that align with specific tasks and objectives. This departure from continuous pulsing ensures that feedback is purposeful, addressing unique challenges and opportunities within the Non-Profit sector, and contributing meaningfully to organizational growth.

**III. Diverse Survey Strategies:** Embracing diversity in survey approaches, Non-Profit organizations are incorporating an annual engagement survey alongside strategically timed pulse surveys. These focused surveys not only pinpoint areas for improvement but also foster an ongoing, intelligent dialogue with employees, creating a dynamic and responsive engagement strategy.

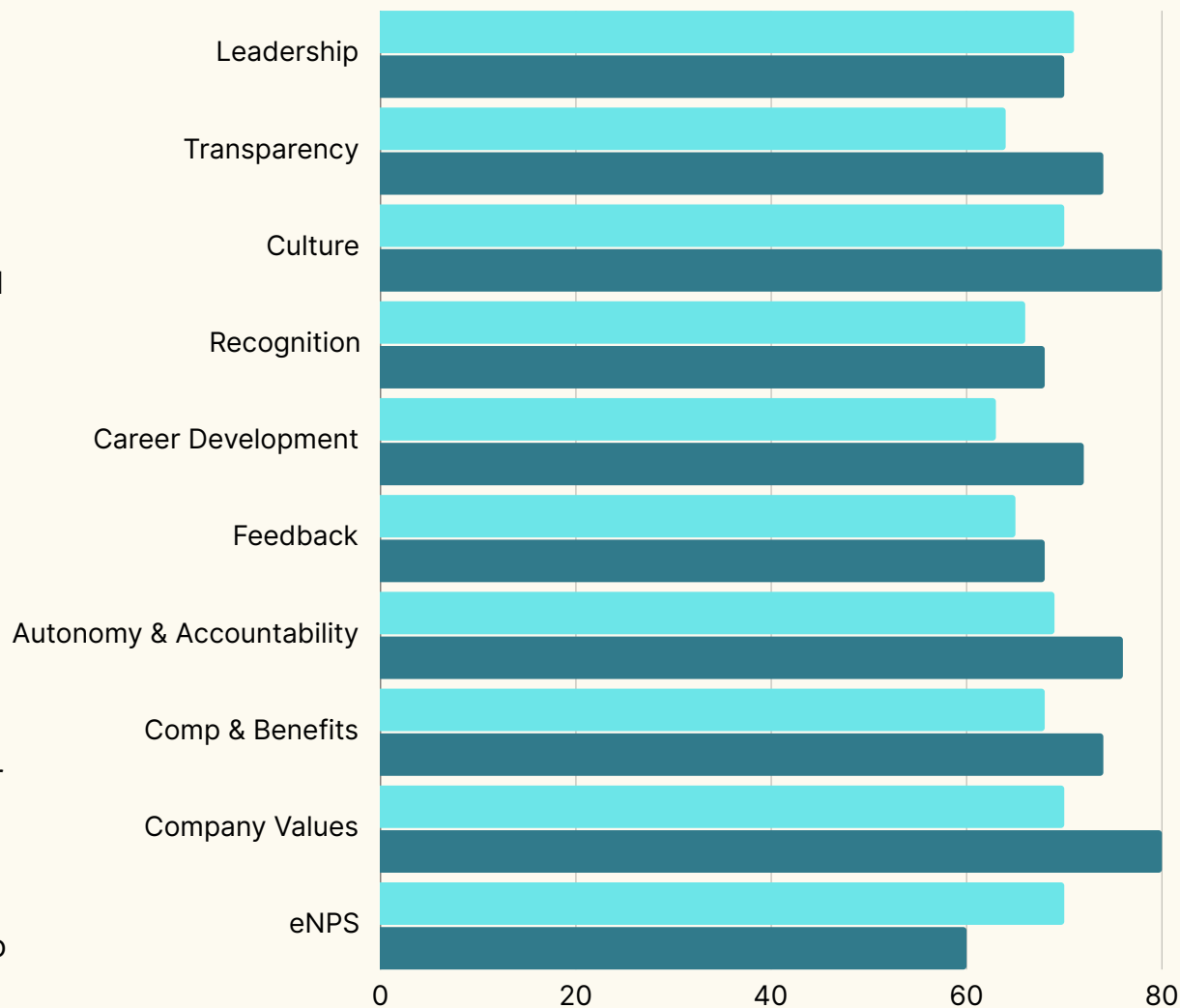
**IV. Employee-Centric Collaboration:** Actively involving staff in the feedback process is a priority for Non-Profit organizations. Innovative approaches are being explored to encourage employees to contribute ideas and insights in response to survey results. This inclusive and collaborative approach recognizes surveys as part of a broader feedback loop, enhancing the overall experience for the entire Non-Profit community.

**V. Holistic Metric Integration:** Building on previous trends, Non-Profit organizations are integrating survey data with essential metrics. This trend reflects a keen interest in understanding the intricate relationship between engagement data and factors such as Volunteer Turnover Rate, Employee Satisfaction Score, Mission Alignment, Diversity and Inclusion Metrics, and Work-Life Balance. This holistic approach provides a comprehensive perspective on the well-being and effectiveness of the Non-Profit landscape.

## ENGAGEMENT SCORES

In evaluating the engagement landscape within the Non-Profit Industry, we employ a comprehensive approach using 10 key themes to derive an overall score that reflects the level of engagement among employees. These themes provide a nuanced understanding of the factors influencing work experience within Non-Profit organizations. It's crucial to recognize that engagement dynamics can vary significantly not only between different sectors but also within the industry itself.

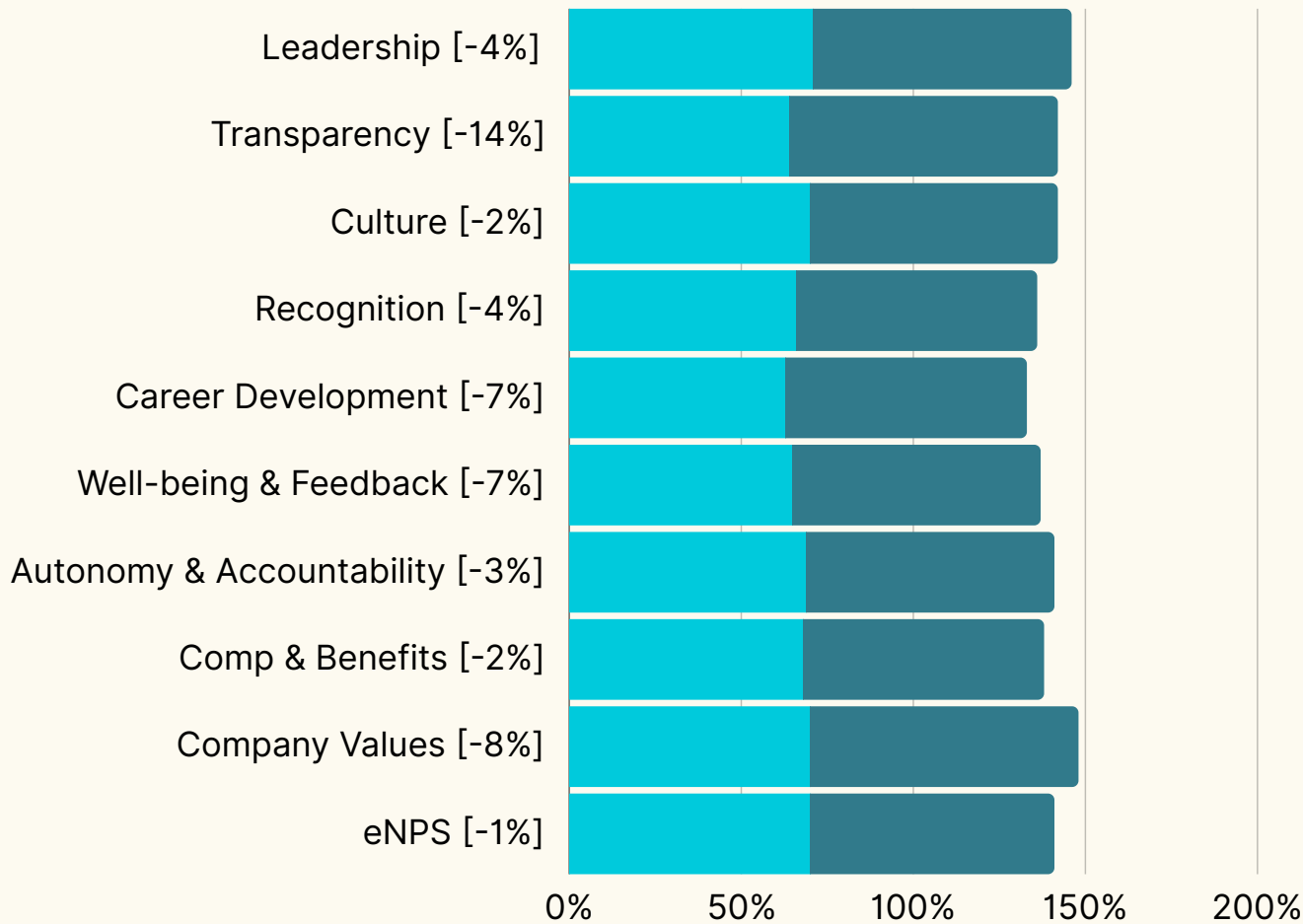
In our approach to survey scores and engagement metrics at Innovation Minds, we prioritize simplicity and transparency. To ensure clarity in comparisons, we utilize a five-point scale where the top two responses signify agreement and strong agreement. The resulting scores straightforwardly represent the average percentage of individuals who have agreed or strongly agreed, fostering an easily understood and replicable method. This transparent approach aims to minimize confusion and provide organizations in the Healthcare Industry with clear, actionable insights into their employee engagement landscape.



The data highlights differences in engagement between **Non-Profit** and **Education**.

# KEY DRIVERS OF ENGAGEMENT

The following data illustrates the thematic attributes representing the delta or gap between the **Non-Profit Industry** and the **overall benchmark**.



## DRIVER ANALYSIS

Driver analysis comprises a set of statistical techniques aimed at assessing the strength of relationships between variables. At Innovation Minds, we conduct a statistical comparison of each individual's responses to engagement questions with their responses to each question, identifying the themes most strongly correlated with overall engagement. It's crucial to note that activities an organization excels in or struggles may not inherently dictate employee engagement. Our focus extends beyond solely high or low-scoring questions unless they significantly drive engagement. Armed with these insights, organizations can strategically enhance scores that have a substantial impact on overall engagement.

## KEY DRIVERS OF ENGAGEMENT


We advocate for our people scientists to cluster the most influential engagement drivers in respective organizations, emphasizing a holistic approach rather than solely concentrating on the top ones. Given the complexity of individuals, any of these factors, irrespective of their ranking, has the potential to significantly impact engagement levels within an organization. Leveraging our comprehensive dataset, we employed statistical techniques to pinpoint three key themes: Transparency, Career Development, and Wellbeing & Feedback.

**Transparency:** Open and transparent communication builds trust and enhances employee engagement. Low scores in transparency highlight potential communication gaps or a lack of clarity, signaling a need for increased openness and information-sharing.

**Career Development:** Opportunities for growth and development contribute to employee engagement and retention. Low scores in career development highlight a need to invest in training, mentorship, and advancement opportunities to support professional growth.

**Well-being & Feedback:** Employee well-being is paramount for sustained productivity. Low scores in this area suggest a need for initiatives that prioritize health, work-life balance, and regular feedback mechanisms to address concerns and enhance overall well-being.

Focusing on these areas when an organization is scoring low can have a transformative impact on its overall health and success. For instance, a focus on Transparency fosters open communication, rebuilding trust and clarity within the organization. Investment in Career Development not only supports professional growth but also enhances employee engagement and retention. And prioritizing Well-being & Feedback demonstrates a commitment to employee welfare, fostering a healthier and more balanced work environment. In each case, a targeted focus has the potential to drive positive outcomes, contributing to a more engaged, satisfied, and high-performing workforce.



## ABOUT THE ORGANIZATIONS

The Non-Profit Industry benchmark encompasses data from diverse organizations, ranging from conventional professional entities like Manufacturing and Hospitality to those demanding specialized knowledge bases, such as Oil & Gas and Technology. While these organizations often incorporate technology into their operations, they typically do not allocate substantial resources to technology development. The benchmark includes organizations with both national and global footprints.

### NUMBER OF EMPLOYEES

Average no.

~250 5,000 *people from* 20+ Organizations

Ranging from

50 to 1,500 *people at each organization*

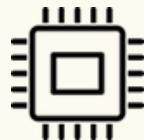
Median response rate

89%

*Data is sourced from a subset of Innovation Minds clients who fit the Non-profit Industry description. All organizations provided consent for data to be used anonymously and in return have access to Innovation Minds benchmark data.*

## OUR TOP 10 INDUSTRIES

Technology



Education



Manufacturing



Finance



Construction



Non Profit



Hospitality



Food & Bev



Oil & Gas



Healthcare



## BRINGING IT TOGETHER FOR YOUR ORGANIZATION

We trust that our Non-Profit Industry Comparative Analysis has provided you with a foundation to assess how the culture within your organization compares to your industry counterparts. The compilation of this analysis has been an enlightening journey, allowing us to draw insights from the wealth of data collected and analyzed.

While numerous lessons emerge from this data, it's crucial to acknowledge the uniqueness of each organization we collaborate with; what holds great importance for employees in one organization might differ in significance for those in another. At Innovation Minds, our mission is to equip organizations with comprehensive information and insights, guiding them to discern their standing, identify potential concerns, and measure the impact of strategic actions.

The presented benchmark report offers a glimpse into top-level data, accessible on the Innovation Minds dashboard, while our clients enjoy access to more nuanced benchmarks and granular data, enabling a detailed contextualization of the dynamics within their organization.

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ENGAGED EMPLOYEES LEAD TO SATISFIED CUSTOMERS. SATISFIED CUSTOMERS LEAD TO LOYAL CUSTOMERS. AND LOYAL CUSTOMERS DRIVE BUSINESS GROWTH.

- TOM NIES, CINCOM SYSTEMS

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