

# Specification of Competency Standards for Human Resource Management

## Unit of Competency

Title	Evaluate effectiveness of employee engagement initiatives
Code	107096L6
Range	Evaluating the effectiveness, demonstrating the value and recommending improvement areas of employee engagement initiatives. This applies to the periodic review and alignment of employee engagement initiatives with the organisation's culture and core values, with the involvement of major stakeholders.
Level	6
Credit	5
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Knowledge in the Subject Area <ul style="list-style-type: none"> <li>• Understand the objectives and key components of employee engagement initiatives adopted by the organisation in order to design an appropriate evaluation mechanism</li> <li>• Understand different metrics in measuring employee engagement in the market</li> </ul> </li> <li>2. Applications and Processes <ul style="list-style-type: none"> <li>• Determine key quantitative and qualitative employee engagement indicators with major stakeholders</li> <li>• Set clear targets and achievable timeline for evaluating the effectiveness of employee engagement initiatives</li> <li>• Design appropriate means or activities (e.g. focus group, interview) to solicit employees' views and evaluate the effectiveness of the employee engagement initiatives</li> <li>• Consolidate and investigate available data (e.g. employee turnover rate) to determine the impact of employee engagement initiatives</li> </ul> </li> <li>3. Professional Behaviour and Attitude <ul style="list-style-type: none"> <li>• Present to senior management the results of evaluation and recommendations to enhance employee engagement initiatives</li> <li>• Define the scope of evaluation to cover multiple factors or levels (e.g. from employee reaction to business impact)</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>• Execution of evaluation of employee engagement initiatives in accordance with the predefined criteria and mechanisms.</li> <li>• Provision of recommendations to improve employee engagement initiatives based on evaluation results.</li> <li>• Engagement of major stakeholders in the evaluation of employee engagement initiatives.</li> </ul>
Remark	