

Chapter 10 – Employee Satisfaction, Identity and Engagement

Employee Loyalty

Use:

- Net Promoter Score (NPS)

“How likely is it that you would recommend our Company/Product/Service to a Friend or Colleague?”

Employee Engagement Leads to:

- Loyalty and Identity
- Reduce Burnout
- Drive Organizational Outcomes
 - Profitability and Market Share

9,10 = Promoters

7,8 = Passives

0-6 = Detractors

NPS Score are Impacted by:

- Use of Customer Feedback to Design Product/Service
- Ability to Visualize Development Workflow
- Identify with Organizational Values and Goals

NPS = Promoters - Detractors

Can be performed on Organization or Team

Changing Culture and Identity



Questions to Measure Identity

- from Kankauhalli (2005)
1. I am glad I chose to work for this organization rather than another company
 2. I talk of this organization to my friends as a great company to work for
 3. I am willing to put a great deal of effort beyond what is normally expected to help my organization be successful
 4. I find that my values and my organization's values are very similar
 5. In general, the people employed by my organization are working towards the same goals
 6. I feel my organization cares about me

Continuous Delivery + Experimental Approach = Better Products

Key Take Aways:

- Matching Values = Less Burnout
- Experimental Approach = Investment in People

Impact of DevOps on Job Satisfaction

- Having the tools and resources to do the work
- Work that uses your skills and abilities
- Automation is good because it has the computers do things they are good at
- Experimentation lets people make decisions and use their skills

Continuous Improvement + Learning = Success