



Employee Net Promoter Score (eNPS) Assessment & Action Tool

Measure, Understand, and Elevate Employee Engagement

What eNPS Is and Why It Matters

At Strategic Talent Management, we know that high-performing organizations don't guess about engagement; they measure it, understand it, and act on it. The **employee net promoter score (eNPS)** is one of the most straightforward, powerful tools for doing exactly that.

eNPS tells you how likely your team members are to recommend your company as a great place to work which is a direct reflection of your culture, leadership, and overall employee experience.

Step 1: Ask the Right Question

Send a survey to all employees with this core question:

“On a scale of 0–10, how likely are you to recommend working at this organization to a friend or colleague?”

For maximum insight, include follow-ups like:

- *What motivates your score?*
- *What could we do to improve your score?*

Step 2: Categorize Your Responses

- **Promoters (9–10):** Highly engaged advocates for your organization
- **Passives (7–8):** Content but not enthusiastic
- **Detractors (0–6):** Disengaged or unhappy and at risk of leaving and potentially discouraging others

✓ Step 3: Calculate Your eNPS

Formula:

$$\text{eNPS} = \frac{\text{Promoters} - \text{Detractors}}{\text{Total Responses}} \times 100$$

Example:

30 promoters, 8 passives, 12 detractors (50 total responses)

$$(30 - 12) / 50 \times 100 = 36$$

Your eNPS = 36

✓ Step 4: Interpret Your Score

- **-100 to 0:** Serious culture and engagement challenges
- **0–10:** Balance of promoters and detractors - needs improvement
- **10–30:** Positive environment - opportunities to improve
- **30–50:** Above average - your culture is working.
- **50–100:** Exceptional team experience

✓ Step 5: Act on Your Insights

1. **Identify Patterns:** Look for trends by department, location, or tenure.
2. **Address Pain Points:** Prioritize fixes for common themes in detractor feedback.
3. **Celebrate Wins:** Recognize and share successes from promoter feedback.
4. **Communicate Progress:** Show employees you're listening and taking action.

✓ Step 6: Build eNPS Into Your Engagement Strategy

- Measure **at least twice a year** but consider quarterly if you're in a fast-growing or changing organization.
- Pair eNPS with deeper engagement surveys for richer insight.
- Share high-level results with the team and involve them in solutions.

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A strong eNPS isn't just about happy employees, it's about building a high-performance culture where people thrive, stay longer, and bring their best every day. Strategic Talent Management can help you not just measure engagement but turn it into a competitive advantage.

Next Step:

Run your first eNPS survey and schedule a review session with our team to translate your results into actionable leadership strategies.

STM eNPS INTERACTIVE WORKSHEET

Measure, Track, and Improve Employee Engagement

Step 1: Record Your Survey Results

Question to ask employees:

“On a scale of 0–10, how likely are you to recommend working at [Company Name] to a friend or colleague?”

Category	Score Range	Number of Responses
Promoters	9–10	
Passives	7–8	
Detractors	0–6	
Total Responses		

Step 2: Calculate Your eNPS

Formula:

$$\text{eNPS} = \frac{\text{Promoters} - \text{Detractors}}{\text{Total Responses}} \times 100$$

Your Calculation:

Promoters () – Detractors () =

Divide by Total Responses () =

Multiply by 100 = **Your eNPS:**

Step 3: Interpret Your Score

Use the scale below to circle where your score lands.

eNPS Range	Meaning
-100 to 0	Urgent cultural and engagement challenges.
0–10	Balanced, but many employees are neutral or disengaged.
10–30	Positive environment with room for growth.
30–50	Above average which indicates a strong culture.
50–100	Exceptional employee experience.

Step 4: Capture Feedback Insights

Promoter Themes

What's working well?

Detractor Themes

What's causing dissatisfaction?

Ideas from Passives

What would make them promoters?

Step 5: Action Plan

Select 2–3 high-impact actions based on your feedback analysis.

Priority Area	Specific Action	Owner	Due Date
1			
2			
3			

Step 6: Track Over Time

Record your eNPS every time you run the survey.

Date	eNPS Score	Key Changes Since Last Survey
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Pro Tips from Strategic Talent Management

- Always pair eNPS with open-ended questions. Numbers alone don't tell the story.
- Communicate results and next steps to your team. Transparency builds trust.
- Re-measure at least twice a year and track trends over time.

Your Next Steps

After completing this worksheet, share it with your leadership team and decide who owns each action item. Then schedule your next eNPS check-in.



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