



## Employee Engagement at Biogen Idec

Biogen Idec is a global biotechnology organisation working in the therapeutic areas of cancer research, multiple sclerosis and Crohn's disease. The Head Office is based in Boston, Massachusetts and there are various international Sales and Marketing functions throughout the world, along with the Regulatory and Clinical Research functions which are based in the UK.

The Performance Partnership undertook a piece of work to help the UK office to better understand their employee's engagement. Biogen wanted to use a thorough but pragmatic tool to enable them to quickly understand the key issues and concerns of the people that worked for them. The organisation in the UK was without a HR Director and hence whatever tool they used needed to be simple to manage and could not take up huge amounts of time. With the prospect of a brand new HRD joining the business, it was hoped that the tool would provide a clear set of actions upon which an HR strategy could be built.

Having spoken to many providers, Biogen decided to work with The Performance Partnership's Tetra tool as it was web based, had the distinct advantage of giving quick results, which the organisation could break down into a number of different ways, and the toolkit of communication documents made it simple to manage without an HRD. Biogen had undertaken a number of previous engagement surveys with limited response, and hence success, and as such a provider that could assist with experience and practical methods of improving the response rate was a distinct advantage.



The Performance Partnership was commissioned in September 2006 and the survey ran for two weeks in November with results being available to the organisation one week after the survey closed. Previous surveys had seen a UK response rate of around 10% and hence Biogen were delighted with the 91% response rate that Tetra gave them.

Having run several focus groups, which the Performance Partnership were able to facilitate for them, the organisation now has a thorough action plan and HR strategy. They plan to use the Tetra tool on an annual basis to help them on their journey to becoming a Sunday Times Top 100 company.