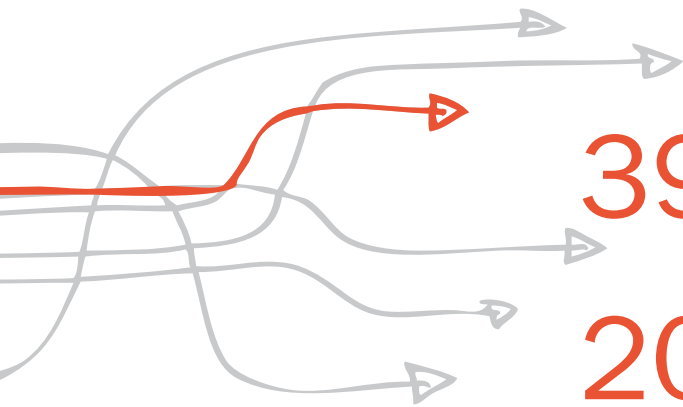




Organization Surveys and Insights

Employee Attitude Insights that lead to High Performance



39%

The percentage of Chinese employees whose career intention is “to follow opportunity as it arises”

20%

The percentage of US employees who feel the same way

Information is power. Insight and intelligence harness this power to drive results. In China, an incredibly dynamic business environment has led to enormous challenges for business operating here. Towers Watson’s Organization Surveys and Insights practice translates data into insights and actions that can help you attract the right talent, engage them for the long run, and improve your return on talent investments.

Our world renowned engagement surveys draw on our unique combination of advanced analytics, leading-edge technology, and the World’s largest database of employee attitudes to provide the insights that lead to specific action plans. Our comprehensive change management approach and follow-on consulting enables your actions to be effectively implemented and sustained over time.

In China, Towers Watson has conducted hundreds of survey projects across multiple industries since the launch of the employee survey practice in 2003. We have the largest normative database of employee attitudes in China, giving you rich industry, job function, job level and high performance benchmarks. The combination of this rich project experience and broad database allows us to provide powerful insights into what practices can best attract, retain, and engage your employees.

In addition to engagement surveys, we have a portfolio of other organization effectiveness services that can help your business succeed in the China market.

Employee Attitude Surveys

- Employee Engagement
- Attraction and Retention
- Key Talent Surveys
- New Joiner/Exit Survey
- Employee Focus Groups
- M&A Integration Monitors
- Special Topics
 - Diversity
 - Health/Safety
 - Global Mindset Inventory
 - Employee Well-Being

Organization Alignment

- 360 feedback and manager effectiveness
- Culture Definition and Alignment
- Strategy Clarification and Alignment
- Communication and Change Management and readiness

HR Effectiveness

- Internal customer satisfaction
- HR System Diagnosis
- Human Capital Metrics, and Benchmarking
- Business Linkage Analysis
- Total Rewards Optimization

Market Branding Review

- Employer Branding
- Customer Engagement Linkage
- Corporate Social Responsibility

All of these offerings work individually or in concert to provide actionable “intelligence” about your workforce — forming a powerful insights suite to inform talent and reward strategy, program design and delivery. The result? HR Practices that deliver measurable results from employees in terms of attitudes, behaviors and performance.

Why Towers Watson

- **Smart combination of services enabling solutions to comprehensive issues**

Our suite of services ensures that you engage your people to deliver peak performance, maintain the right supply of talent and achieve a greater return on your investments in talent and rewards.

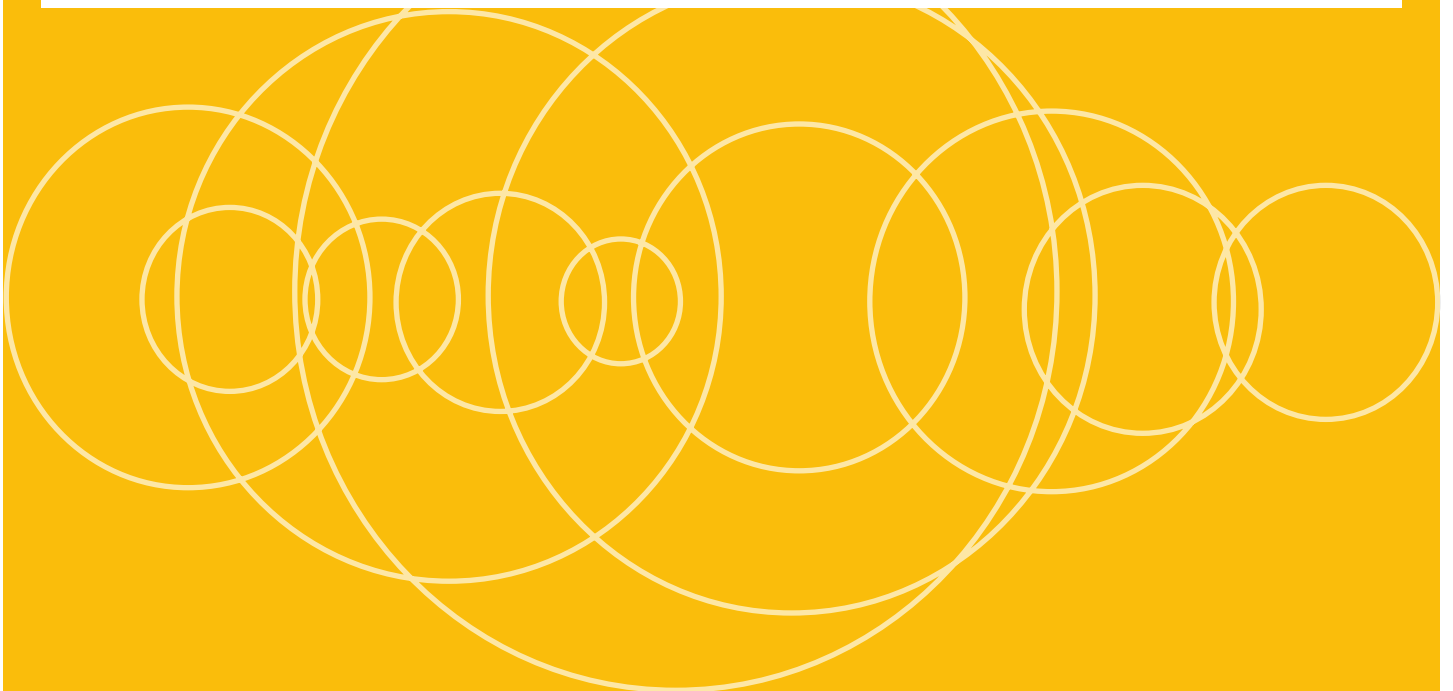
- **Unparalleled data and research function offering extensive analytical capabilities**

We maintain China's largest databases of workforce opinions, providing norms by industry, age, job level, and function as well as for a set of global high-performing companies. Our China National Norm contains responses from 150,000 employees in over 130 companies, both local and international. Our norms are updated and refreshed annually, providing you with data you can trust.

- **The ability to leverage broader Towers Watson resources**

Our global, multicultural staff ensures we deliver the quality you demand with careful attention to global best practices and the local reality. We can handle even your largest projects — designing and administering surveys across multiple languages, business units and countries.

Our on-line web portal and of state-of-the-art reporting tools delivers the best employee experience and most practical reporting in the market.



About Towers Watson

Towers Watson is a leading global professional services company that helps organizations improve performance through effective people, risk and financial management. With 14,000 associates around the world, we offer solutions in the areas of employee benefits, talent management, rewards, and risk and capital management.

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