



## The MC<sup>3</sup> Methodology

The only way to effectively measure and improve managerial engagement

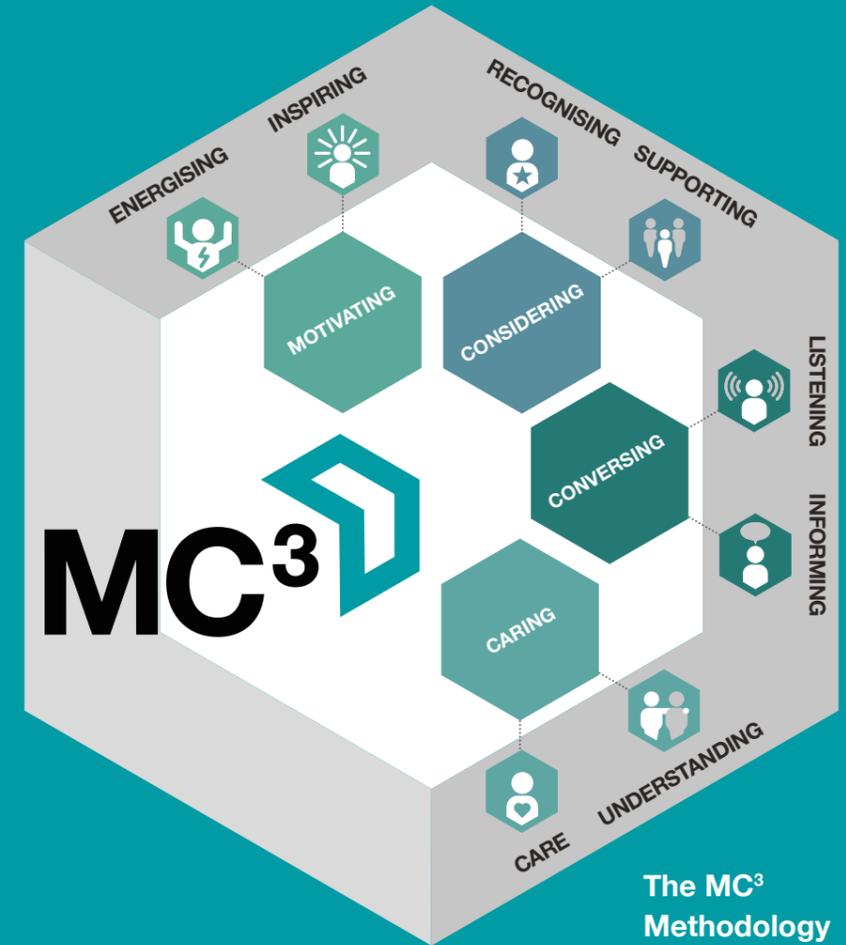


## What is MC<sup>3</sup>?

**MC<sup>3</sup> is a powerful methodology for measuring and improving the way that your managers engage with their teams.**

The unique MC<sup>3</sup> framework helps you identify great management in your organisation, as well as opportunities for improvement. It enables you to have effective conversations with the right people and creates a positive platform on which to develop better recognition, understanding and support.

- Compare your managers to the best in the UK
- Drive meaningful conversations with your managers
- Inspire your managers to aim higher
- Create high-performing teams
- Identify and retain your best talent



The MC<sup>3</sup> Methodology

## The science of MC<sup>3</sup>

MC<sup>3</sup> focuses on 4 key behaviours:

### Motivating

Motivational managers sell the direction and vision of their organisation, ensuring their people understand how they fit into a bigger picture.

### Considering

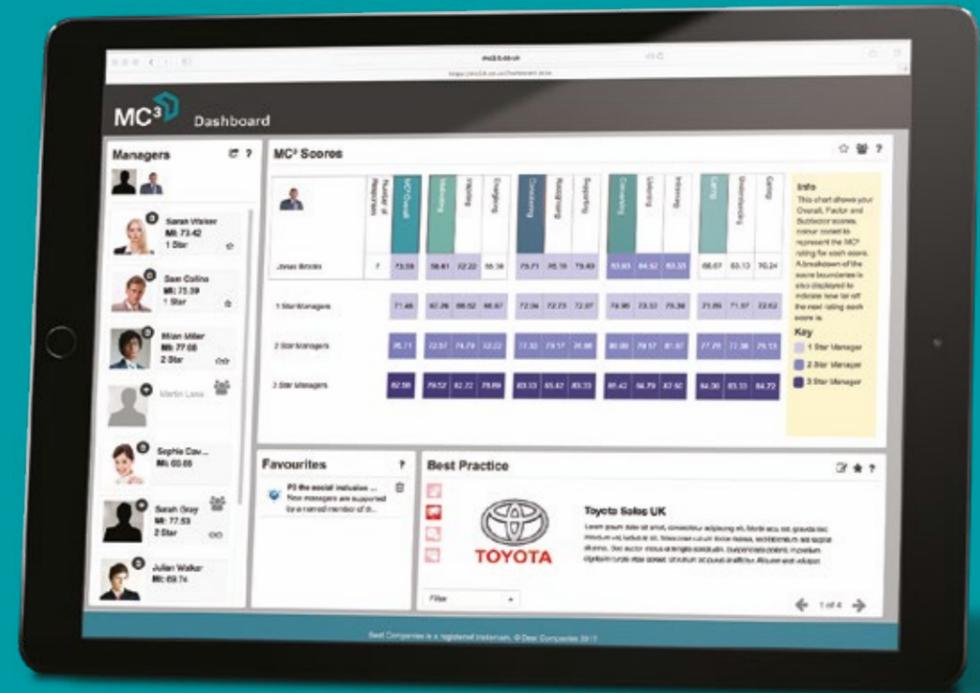
Considerate managers have realistic and achievable expectations. They offer support and make sure good work is recognised.

### Conversing

Managers who engage in meaningful conversations listen to their team members and share vital information.

### Caring

Caring managers respect their team members as people who have lives outside of work, and show genuine interest in them as individuals.



## How does it work?

It starts with asking the right questions. There are 3 different ways of finding out how your managers work and feel:

### The b-Heard Survey

Within the b-Heard engagement survey there are 19 scoring statements that form the basis of your MC<sup>3</sup> score. If you have already run a full Best Companies b-Heard survey you will be able to isolate your MC<sup>3</sup> data and create individual datapacks for any manager with 3 or more direct reports.

### MC<sup>3</sup> Pulse Survey

If you haven't run a full survey, or want fresh data before your next survey, you can run an MC<sup>3</sup> Pulse survey. It is a short 19 question survey that is designed specifically to generate your MC<sup>3</sup> scores.

### MC<sup>3</sup> Workshop

It is possible to make the most of the MC<sup>3</sup> methodology without a survey. By inviting your managers to an MC<sup>3</sup> workshop you are able to ask them anonymously and directly about how they are feeling.

Using our unique 3 screen feedback system, we can create a day for managers where we not only ask the big questions, we also give valuable training on the behaviours that help improve managerial engagement.



## The MC<sup>3</sup> Portal

A fast and simple way for your managers to explore their MC<sup>3</sup> data.

- Accessible from anywhere
- Compare your performance to other managers in your organisation
- Benchmark themselves against the scores for 1★, 2★ and 3★ managers

### Clear benchmarking

	Motivates	Inspiring	Energising
Manager's score by behaviour	75.00	75.93	74.07
The score of a typical 1★ manager	67.26	68.52	66.67
The score of a typical 2★ manager	72.57	74.79	72.22
The score of a typical 3★ manager	79.52	82.22	78.89

In this example, the colour coding shows that the manager has achieved 2★ status



## MC<sup>3</sup> Engagement Reports

The MC<sup>3</sup> engagement reports are the richest and most powerful way to view your managerial engagement data.

### Individual datapacks

Each manager receives a full breakdown of how they are performing in each of the 4 factors (Motivation, Consideration, Conversation and Care).

Benchmarking against:

- The standard for 1★, 2★ and 3★ managers
- Managers in your organisation
- A year on year performance comparison

### Management Index (M.I.) Reports

A top level overview of the MC<sup>3</sup> scores for each manager in the organisation. This gives you quick visibility on where opportunities for improvement lie within your team.

## MC<sup>3</sup> Engagement Workshops

There is no better way to bring the importance of managerial engagement to life than with a full day MC<sup>3</sup> Engagement workshop.

Ideal for groups of up to 75 managers, our unique 3 screen show focuses on the what, the why and the how of great engagement.

- Live feedback from key questions - anonymously measure managerial engagement in the room
- Facilitated collaborative break-out sessions - guide your managers through what managerial engagement means to them

- Thought-provoking video content – illuminating what great engagement means to effective teams and engaged employees of successful businesses
- We can design and theme our events to fit seamlessly into your existing H.R. or engagement initiatives



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