

WEBINAR

# Less Dashboards, More Storytelling: How to Share Engagement Data

February 24, 2026



# Welcome!

- We'd love to answer your questions! Please submit your questions on the Q&A tab.
- If you would like to see a demo of Lattice press the "Request a Demo" button on the top right of your screen
- There are some great articles and ebooks in the "Docs" tab.
- This session is being recorded and you'll receive the recording via email after the event.
- We'll Share SHRM and HRCI on the screen at the end of the session.



# Introductions

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**Colby Nesbitt**

Director, Talent Management  
and People Analytics

**Lattice**



**Kim Minnick**

Founder and Principal Consultant

**Code Traveler HR**



**JD Slaughter**

SVP, Organizational Development  
and Effectiveness

**Huge**



# Agenda



**The Problem  
With Data**



**Choosing  
Metrics**



**The Art of  
Storytelling**



**Q&A**



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More Data,  
More Problems?



# Engagement still matters in 2026... but it's under scrutiny.

Performance Management (40%)  
**Employee Engagement (39%)**  
Learning and Development (31%)  
Manager Enablement (30%)  
Talent Acquisition (26%)  
Updating HR Tech (25%)

## #2 Priority

*Survey Question:  
What are your top priorities for 2026?*



**Nearly 40–50%**  
of HR leaders say they're under pressure  
to defend engagement spend.



Source:  
2026 State of People Strategy Report



## Discussion

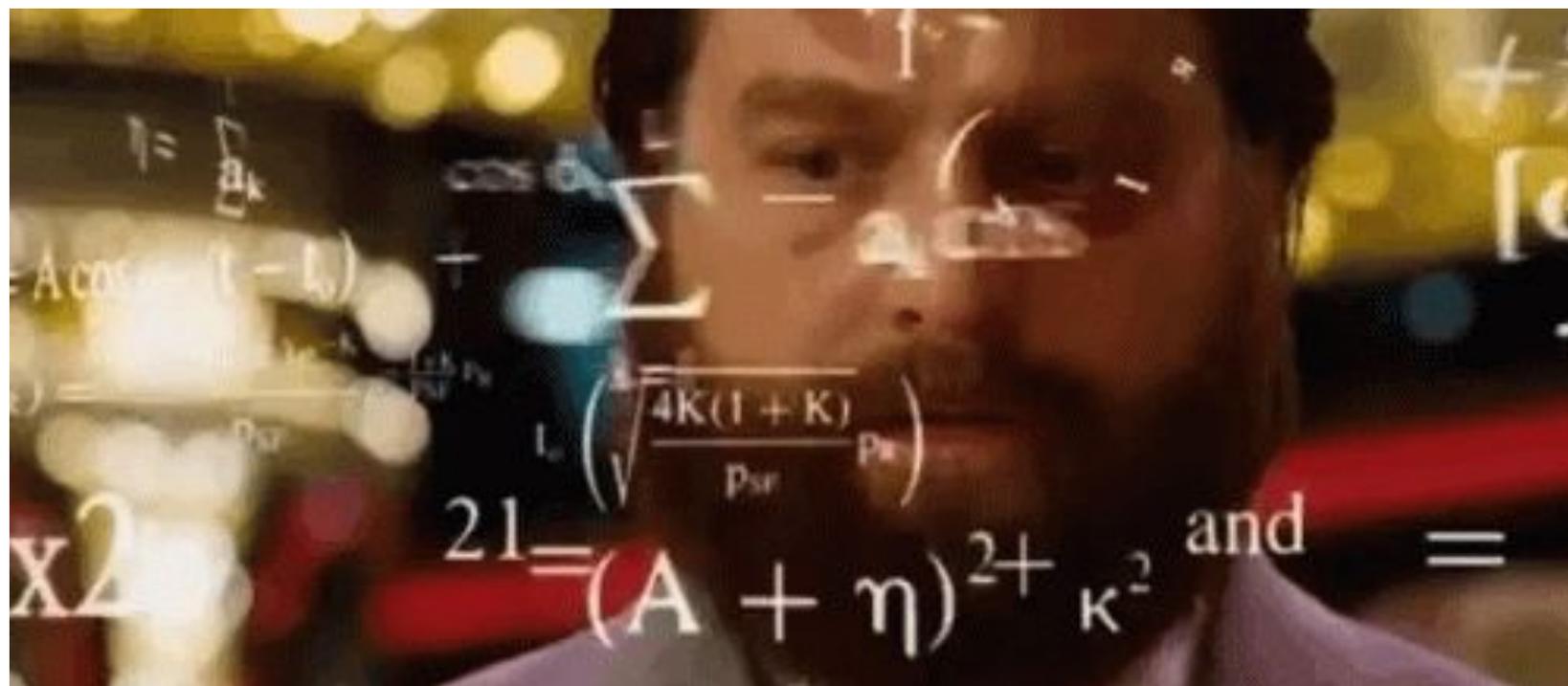
**What's the biggest misconception about engagement data?**



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# Choosing Your Metrics







## Discussion

**What's an engagement metric  
that's underrated?  
...And one that's overused? 🌶️**



Commonly Reported	Why It's Weak Alone	More Effective Alternative (Examples)
Company-wide averages	Masks variation, too broad to act on	Segment by tenure, demographics, manager level, or team
Benchmark comparisons	Encourages reactive thinking, inaccurate peer sets	Rely on your internal compass. Compare yourself today to where you were last year.
eNPS	High-level sentiment only	eNPS should be accompanied by other sentiment and experience metrics for deeper understanding.



Source: 2024 State of People Strategy Report, survey of 1,000+ global HR leaders



## Discussion

**What's the most surprising insight you gained after segmenting your data?**



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# The Art of Storytelling



Data storytelling is old news.  
I practice data story telling.



freshspectrum





## Discussion

**What's a misstep you've made going from  
data > storytelling > action?**





## Discussion

**What's an example of engagement storytelling that led to real change?**

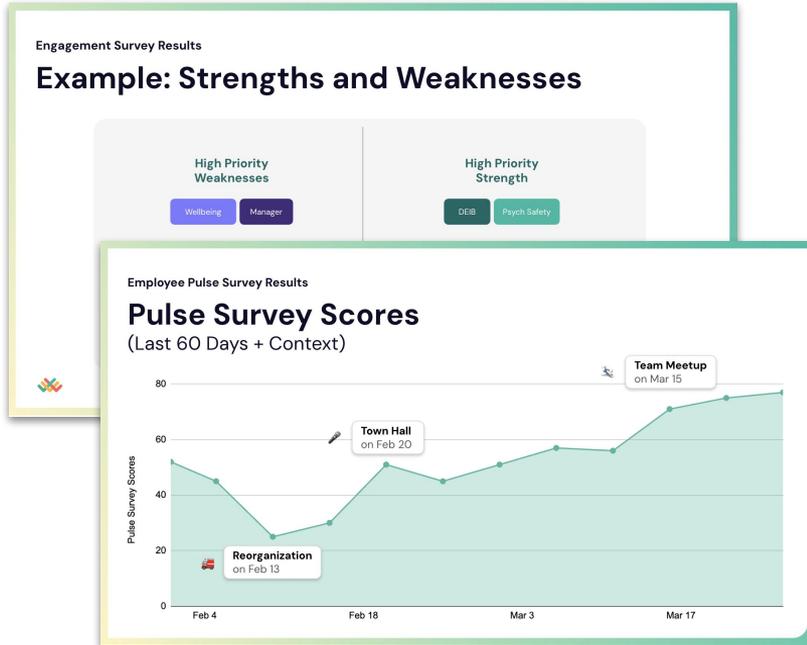


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# Wrapping Up



# Beyond the Webinar

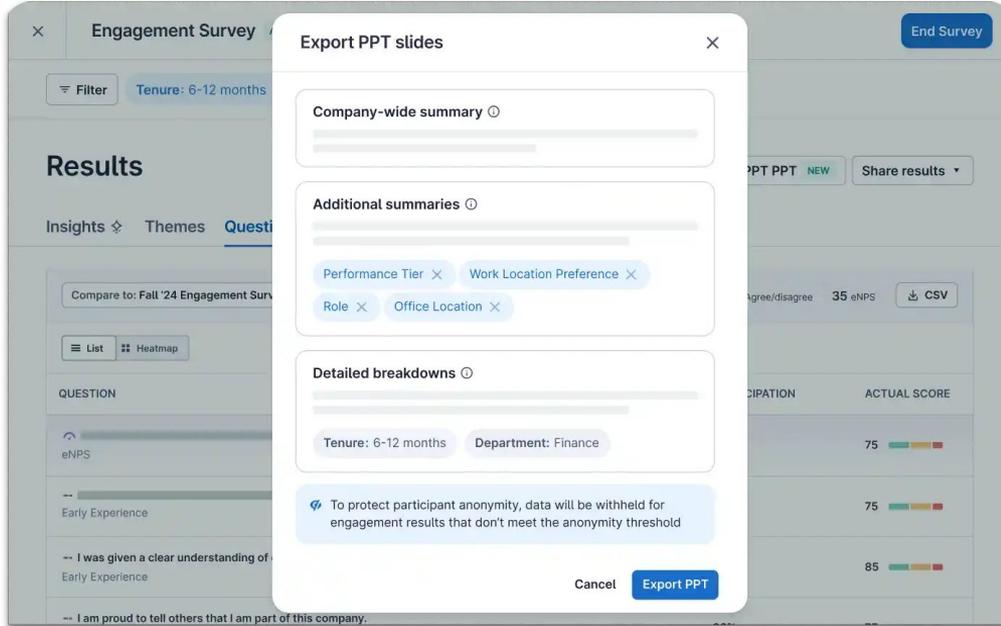


## Employee Engagement Slide Deck Template

- **80+** sample slides
- Covers eNPS, engagement by department, action planning, and more to help communicate results and next steps effectively.
- Features additional slides with example engagement questions



# Beyond the Webinar



## Export Slide Decks in Lattice

- Download ready-to-use slides that showcase your survey results, align teams, and drive action.
- Available to all Lattice Engagement customers



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# Questions?



# Thank you for joining us!

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SHRM

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HRCI

*Please use the date February 24, 2026 when inputting your credits.*



**Thank you!**

