People Success in Practice: Using Pulse Surveys to Drive Continuous Engagement

Julia Markish, Director of Advisory Services

Jonathan Liebman, People Strategy Consultant

| MAY 26TH, 2022 | 11AM PST - 12PM PST |

Three question types for Pulse

O1

Timeless Topics

O2

Initiatives & Projects

O3

Timely Topics

Timeless Topics

These are your organization's mainstay EX metrics that are most important to track over time — if these scores dip, you know there's a problem. Depending on how tactical the metric, you may have to dig to uncover why.

Non-Tactical

Indicators or employee engagement or experience that may not have direct "solves", but that you know to be critical to your organizational culture.

Examples:
- eNPS
- Fit and Belonging
- Psychological Safety

Tactical

Topics that tend to have more direct, explicit solutions, though they may require a few separate actions in order to address.

Examples:
- Tools & Resources
- Manager Effectiveness
- Feedback Culture

Initiatives and Projects

These are questions that address a current initiative or project, and are used to track the impact that it is having on employees. You'll be looking for these scores to be trending up over time, as the initiative gains traction. If it's going in the opposite direction, you may need to reassess your approach.

Inspired by an Engagement survey action plan

Are there specific issues uncovered through a recent Engagement survey that the organization is tackling?

Examples:
- Communication transparency
- Growth & Development
- Diversity, Equity, & Inclusion

Created via other organizational priorities

Are there projects that the company or department is undertaking that are expected to impact the employee experience?

Examples:
- Updated internal mobility policy
- Company rebrand
- Shift in strategic direction

Timely Topics

These are topics that emerge from unplanned changes in either your organization or in your environment, whose impact your leadership team cares about understanding. They are topics that you shouldn't wait to solicit feedback on until the next point-in-time survey — you need to show your employees that you're listening to them now, and take action.

Internal

Is there anything happening internally that employees weren't expecting, and that the organization needs to address?

Examples:
- Recent Merger
- Return to Office
- Spin-off of a business unit

External

Are there things going on in the world (outside of work) that your organization is engaging with, that may impact some or all of your employees?

Examples:
- War in Ukraine
- COVID-19
- Attacks