

ENGAGEROCKET | ACADEMY

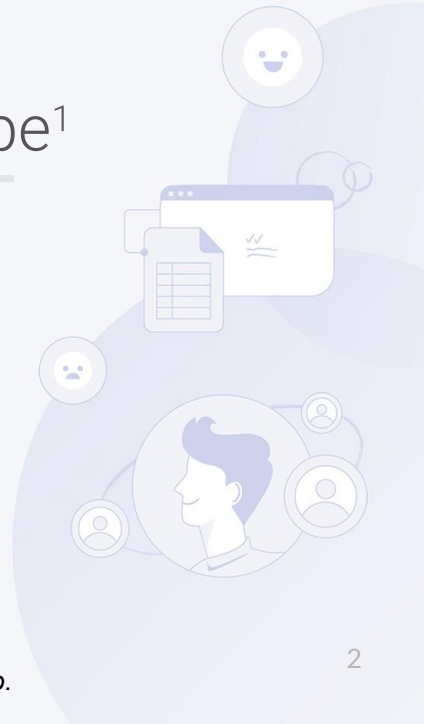
Lesson 1

Entering an era of unprecedented change

Why we need pulse surveys now



The next normal: the future is not what it used to be¹



¹ *How business leaders can plan for the next normal, McKinsey & Co.*

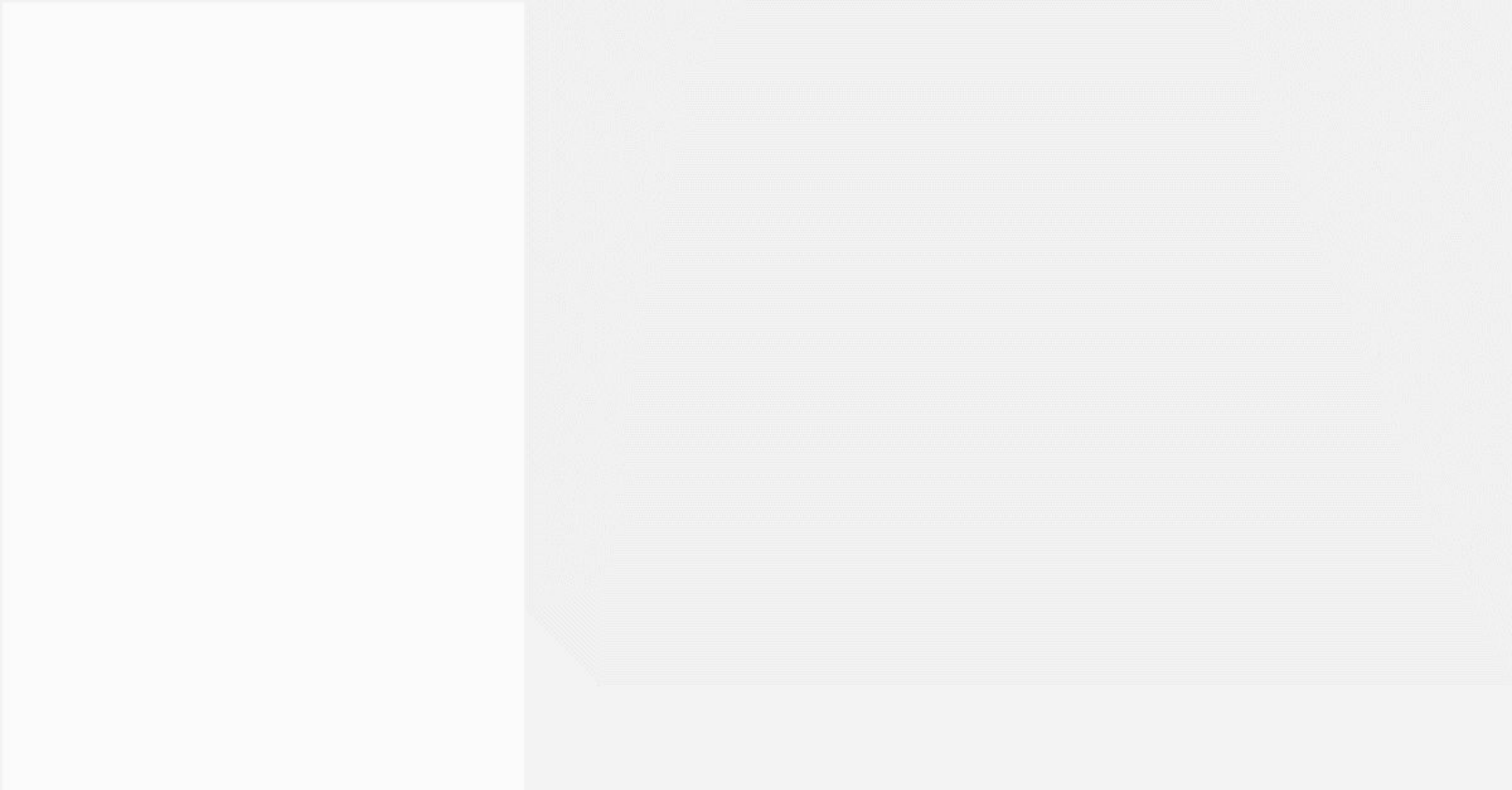
Almost

2 million

WFH during 'circuit breaker' period.

Overnight.





Change will persist even after returning to the office



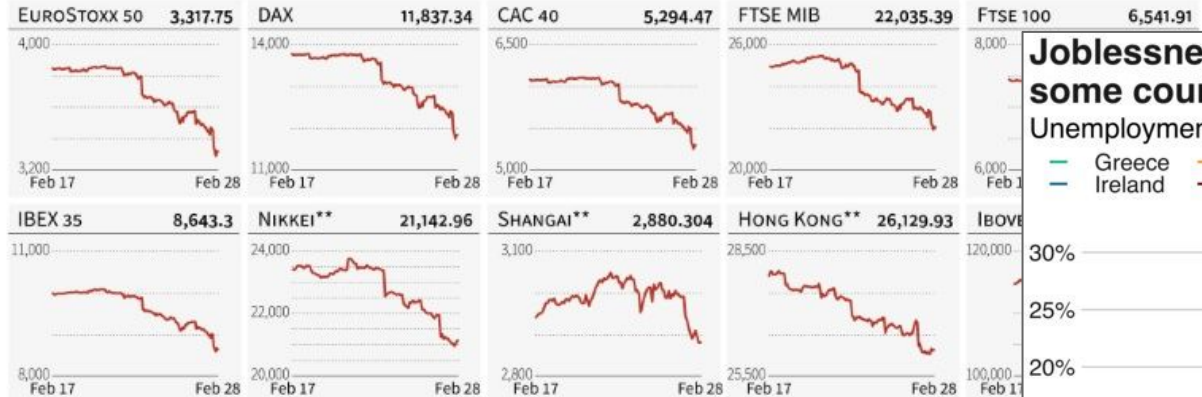
Customers outside a restaurant in Shanghai on Friday. Data show improvement across China for some restaurants, food vendors and convenience stores © Bloomberg



Coronavirus spread sinks world stock markets

Concern over the economic impacts of the spread of the new coronavirus has sent stock prices tumbling

Prices as of 10:30 GMT Friday

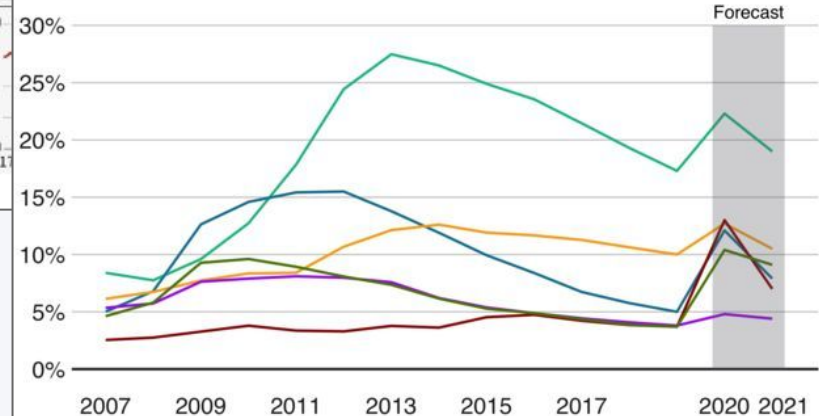


Source: Bloomberg *At Thursday's close **At Friday's close

Joblessness to surpass financial crisis rates in some countries

Unemployment rates

— Greece — Italy — United Kingdom
 — Ireland — Norway — United States



Source: International Monetary Fund, Eurostat

BBC

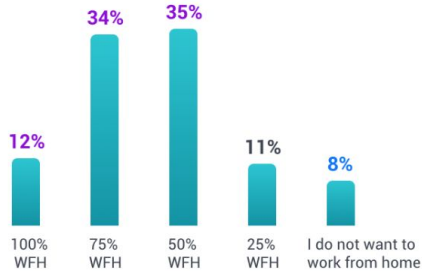
“Sharpest downturn since the Great Depression” -
FT.com

81% of workers in Singapore seem keen on incorporating 50% work from home after the circuit-breaker.

Only 8% do not want to work from home after the circuit-breaker.

Survey qn:

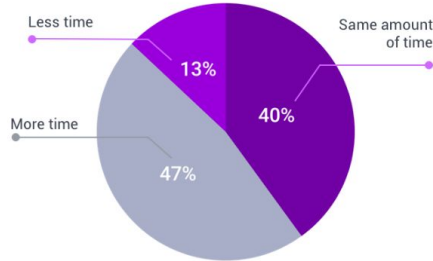
Based on my current experience working from home, I can see myself working from home effectively after COVID-19.



47% of employees feel less productive WFH as working in the office

Survey qn:

When working from home, it takes me _____ to achieve the same productivity as before COVID-19.

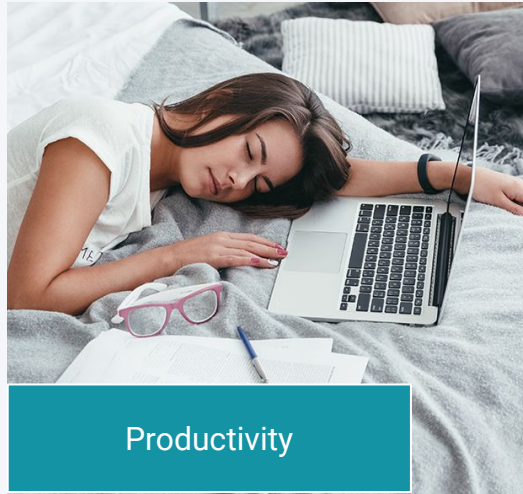


Peek into the next normal at the workplace:

How to match demands of the workforce while overcoming a productivity tax?



Impact on Employees



Productivity



Morale / Engagement

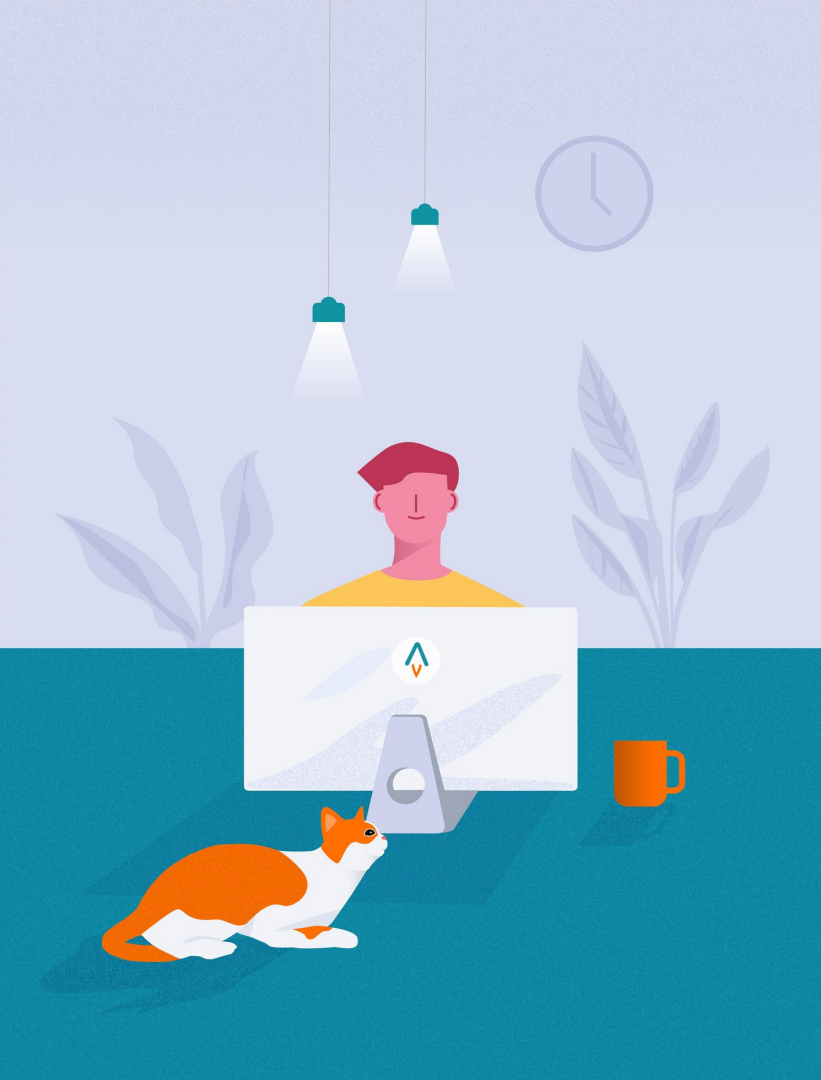


Fear for Job Security



Mental Health





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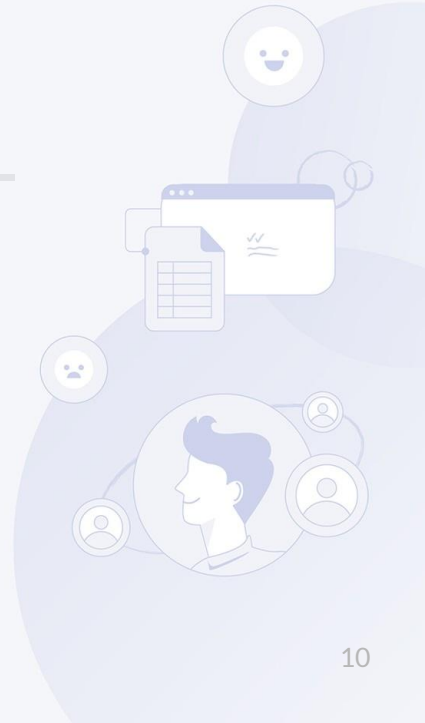
Lesson 1

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The evolution of employee engagement



Agile leadership for volatile times



Evolution of employee experience & engagement

1.0



Novice

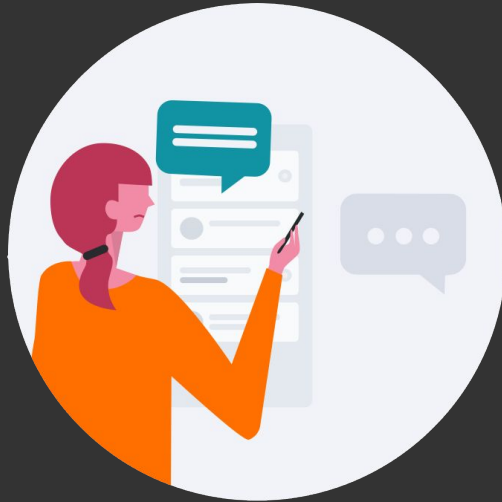
Ad hoc / no surveys

- Driven by gut feel
- Anecdotal evidence



Evolution of employee experience & engagement

2.0



Traditional

The Top-down annual engagement survey

- Generic insights
- Focus on benchmarking
- 1-way communication



Evolution of employee experience & engagement

3.0



Agile

Continuous Listening & Action

- Agile surveys over lifecycle
- Intelligent action planning
- 2-way multi-channel communications in real-time

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Strong consensus that COVID-19 has changed the workplace dramatically

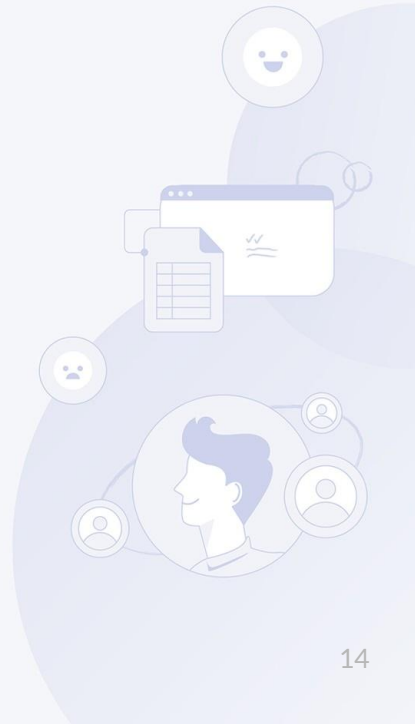


Pace and scale of digital adoption: old feedback methods out of touch

Engagement critical for how well companies can first survive, then **thrive in the rebound**



Quickly analyse feedback from those closest to the work, to unblock barriers & improve productivity



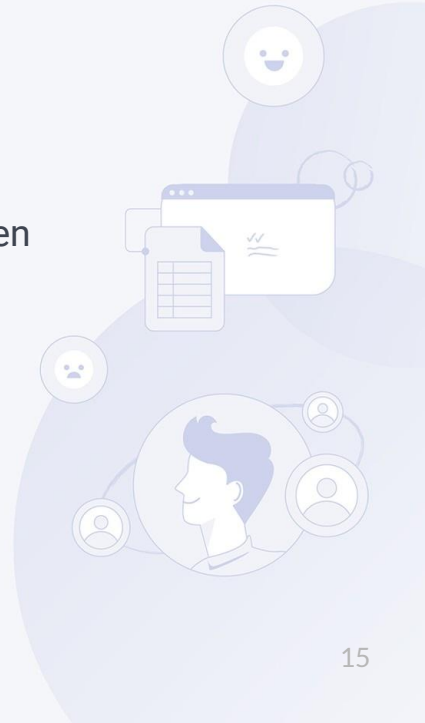
Why we need pulse surveys now

R

relevant: aligned with business rhythm & priorities

responsive: bridges 2-way communications between management & staff

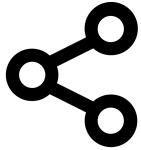
rapid: real-time analytics to take immediate action



Next steps



Review these and other course materials



Share these insights with colleagues



Take the Engagement Maturity Self-Assessment



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