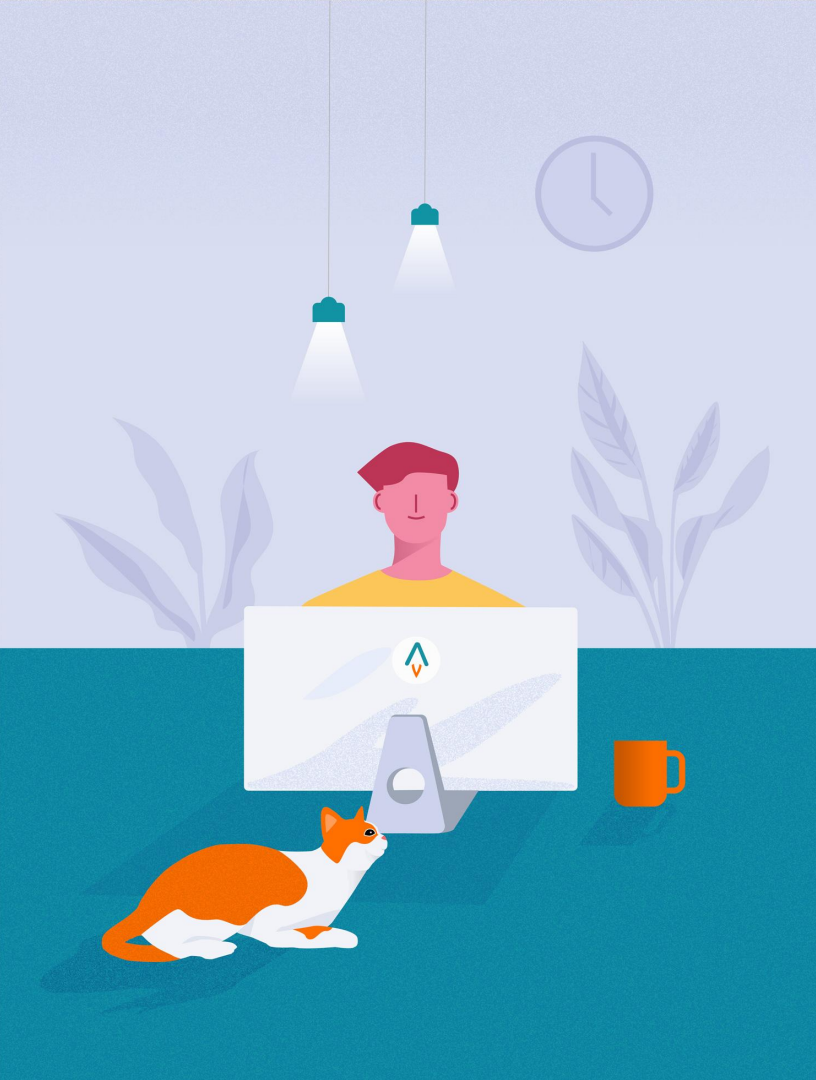


## Lesson 3

# Nuts & Bolts How to integrate pulse surveys successfully

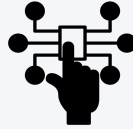
1. Building a success plan - Failing to plan is planning to fail



# Introducing Strangefruit Corp (fictional example)



1,200 employees



Need to accelerate digital efforts



Last survey: 2-3 yrs ago



Some analytics experience in HR team, but not much



Recent leadership changes



Exploring surveys now to understand impact on workforce

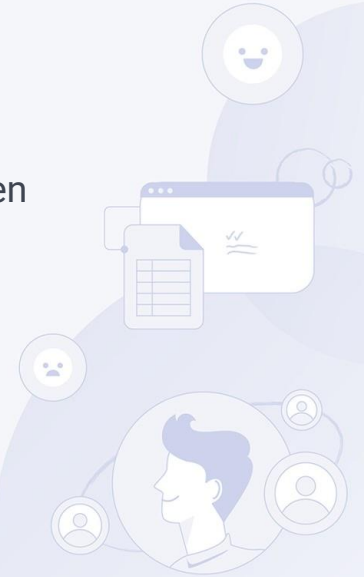
As the CHRO at Strangefruit Corp, you want pulse surveys because they are:

# 3Rs

**Relevant:** aligned with business rhythm & priorities

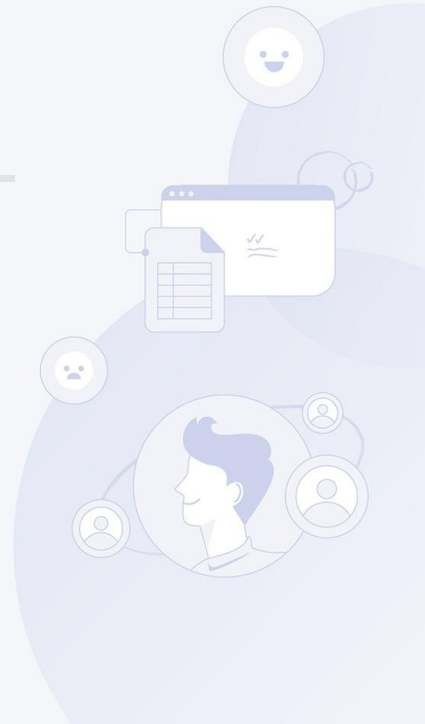
**Responsive:** bridges 2-way communications between management & staff

**Rapid:** real-time analytics to take immediate action

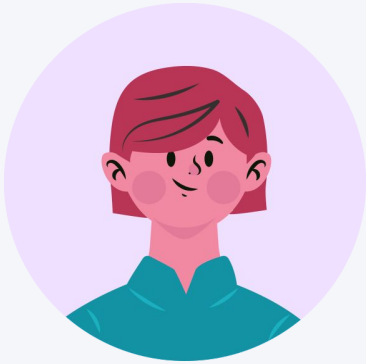


# How to start?

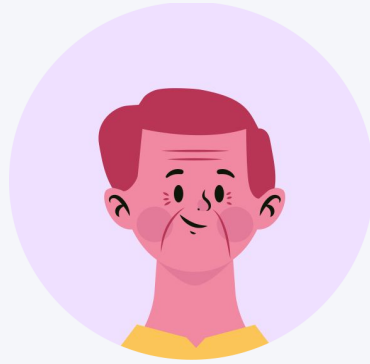
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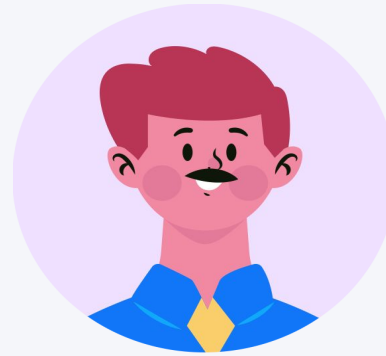
# Engage the Stakeholders



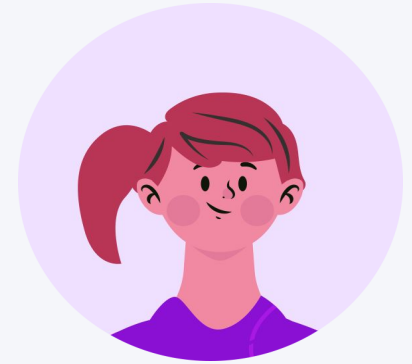
**C-suite /  
Board of directors**



**Leaders /  
People Managers**

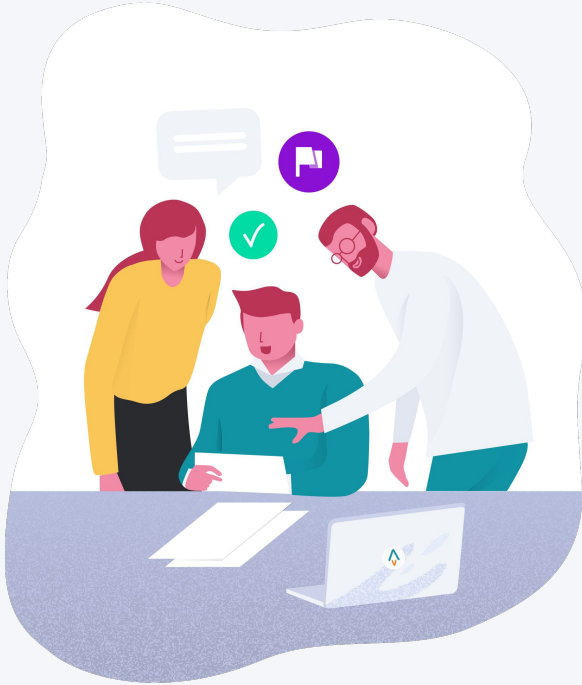


**Employees**



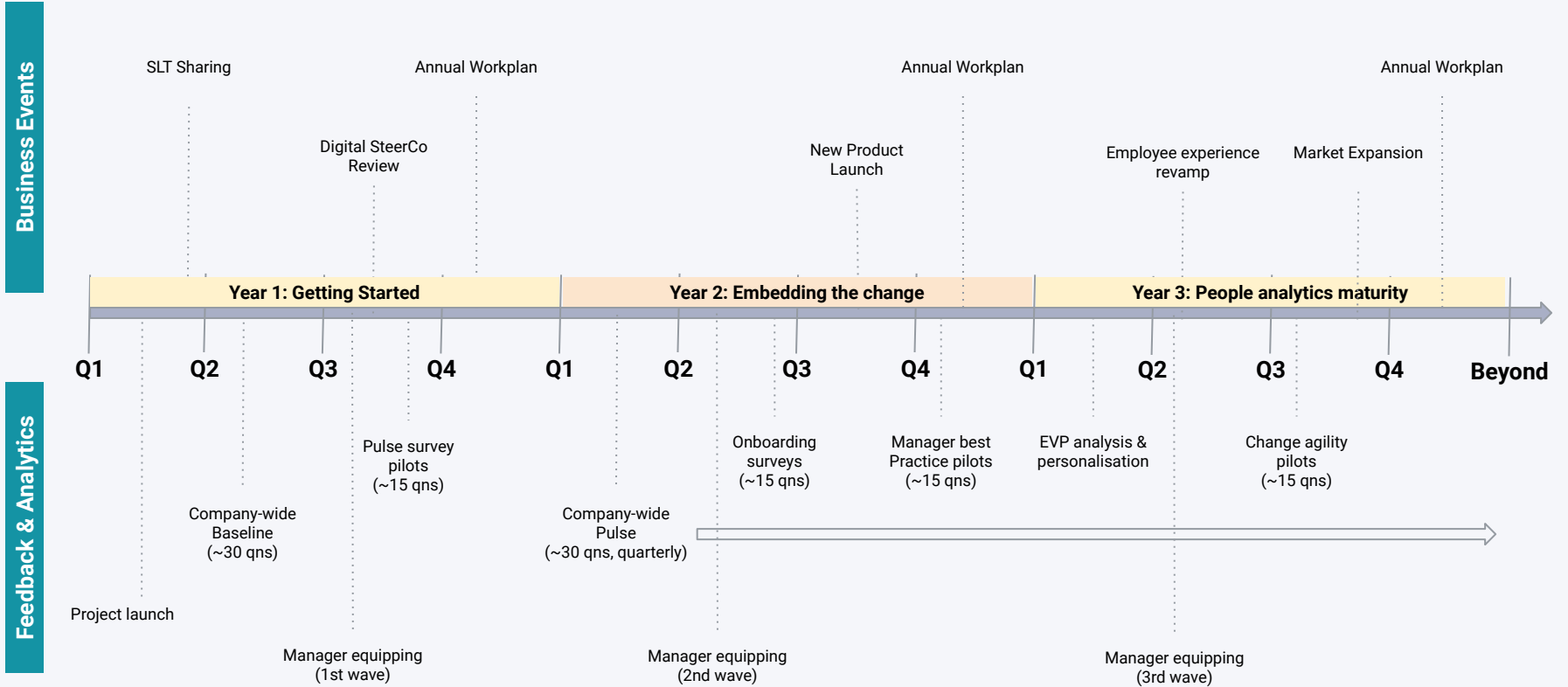
**Corporate  
partners**

## C-suite / Board of directors

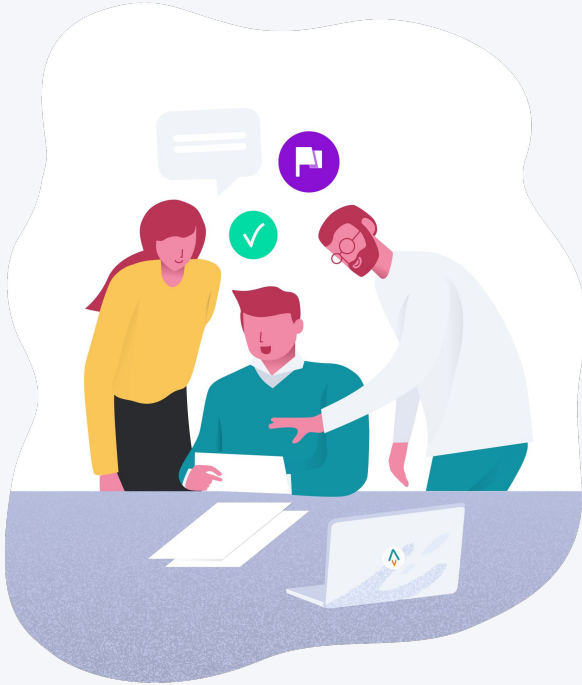


- **WHY:** Buy-in and approval of continuous listening strategy and roadmap
- **WHAT:** Align objectives, implementation roadmap and survey questions
- **WHEN:** Align cadence and timeline
- **HOW:** Communication from CEO to all employees and/or reinforce at upcoming town hall

# Implementation Roadmap for Strangefruit Corp (Illustrative)

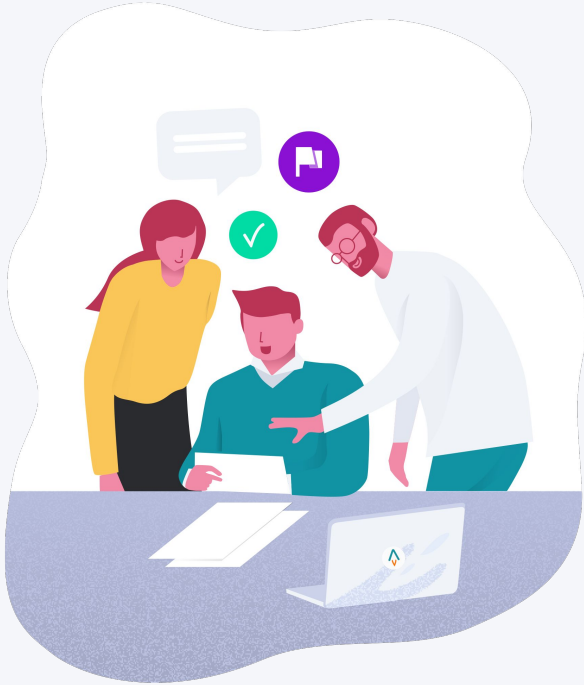


# Leaders and managers



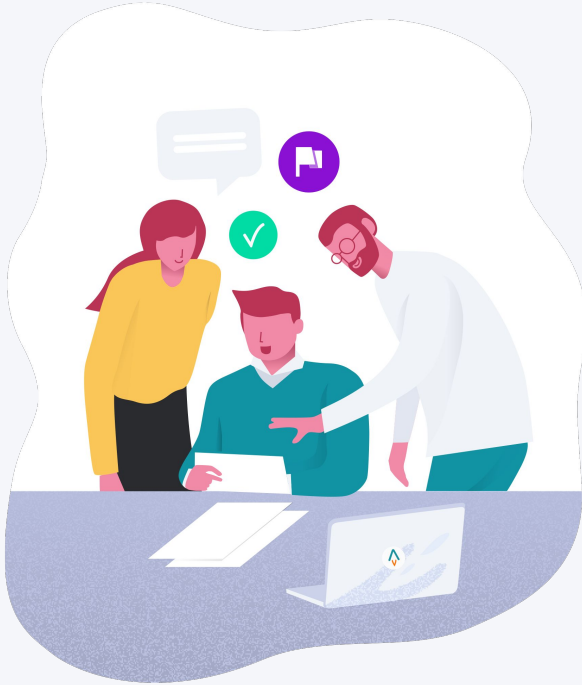
- **WHY:** Ownership of post-measurement actions
- **WHAT:** Understanding of purpose, objectives and data
- **WHEN:** Communicate cadence, timeline and expectations
- **HOW:** Cascading change:
  - Division & Department heads first
  - Others to follow within 6-12 months

# Employees



- **WHY:** Their voice matters!
- **WHAT:** Understanding of purpose, objectives and actions
- **WHEN:** Communicate cadence and timeline
- **HOW:** Town halls, email invitations and manager communications

## Other corporate stakeholders

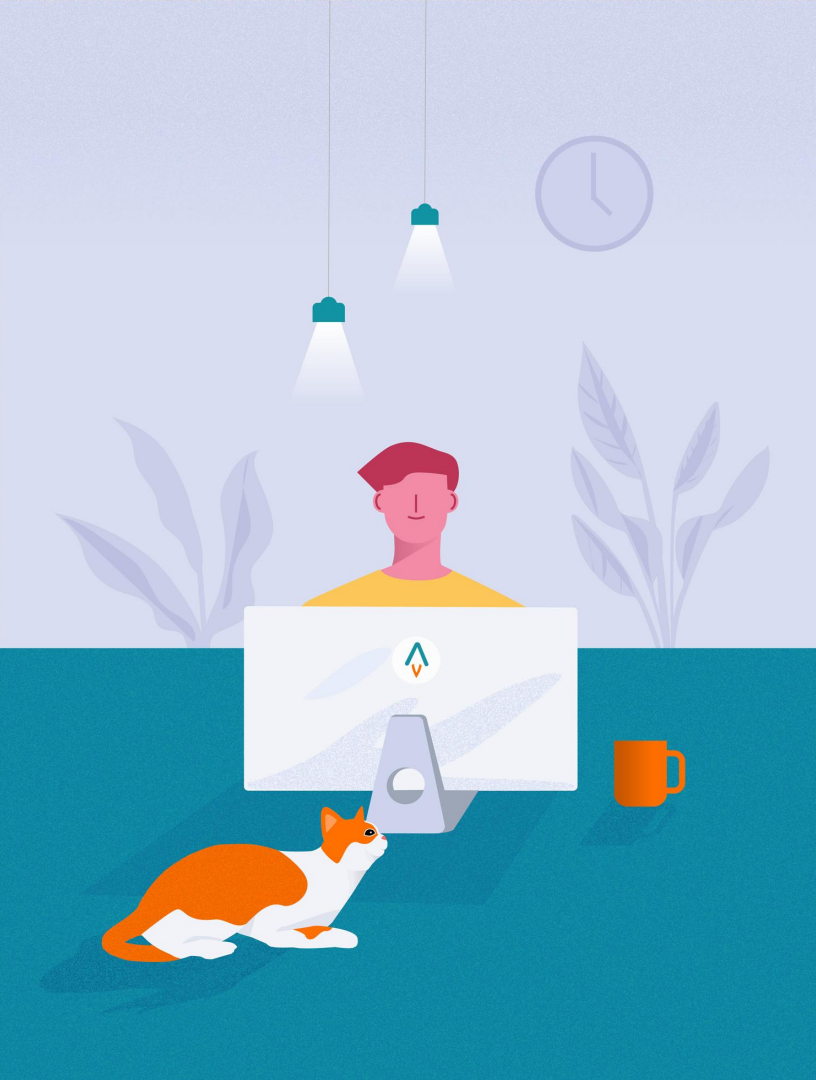


- **HRIS / Analytics teams**
  - Preparation of employee list
  - Employee data for analytic cuts
- **HRBPs**
  - Understand initiative and provide support if necessary
  - Follow up on participation and adoption
- **IT / Data teams**
  - Domain whitelisting, internet access permissions, integrations (if any)

## Lesson 3

# Nuts & Bolts How to integrate pulse surveys successfully

## 2. Launching your first survey



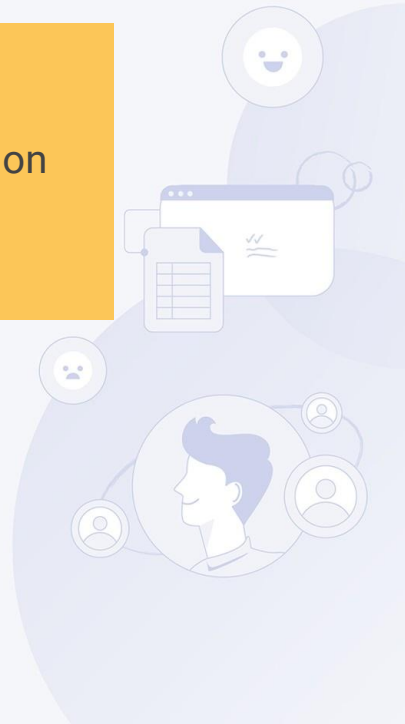
# Project planning

Project Plan

Stakeholder  
Communications

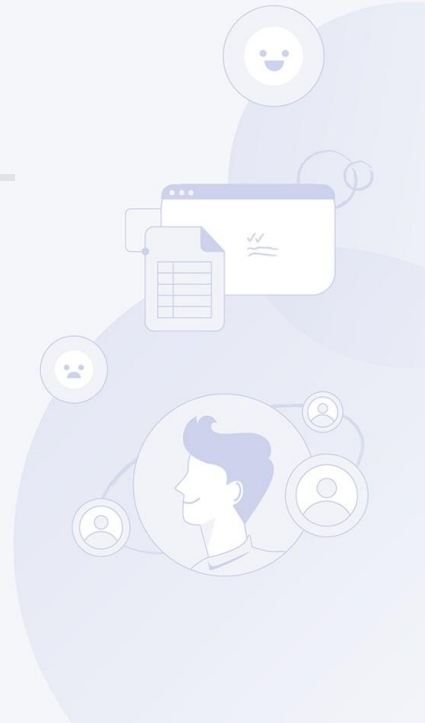
Testing

Participation



# Project Plan

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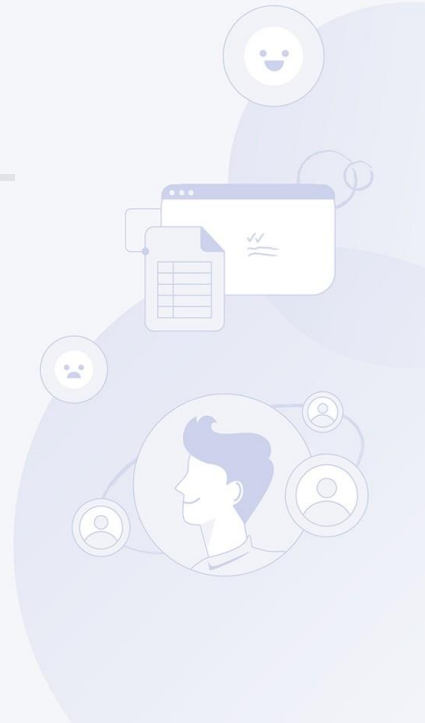
# Project Plan

## Strangefruit illustrative example

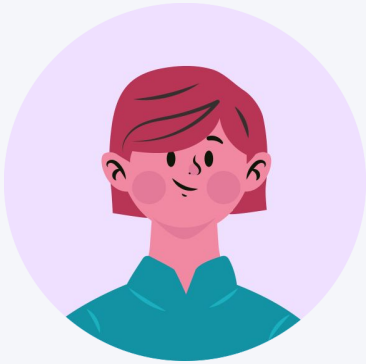


# Stakeholder Communications

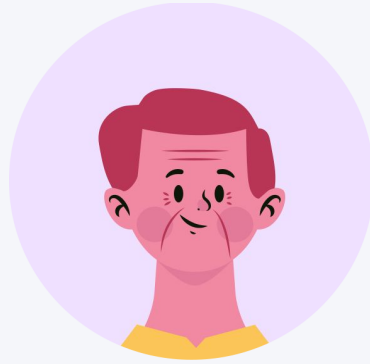
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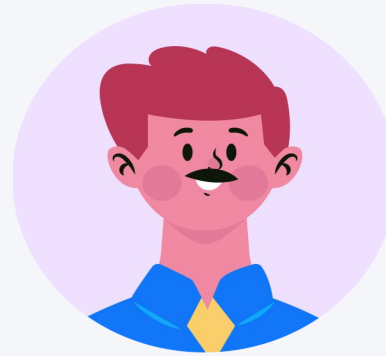
# Engage the Stakeholders



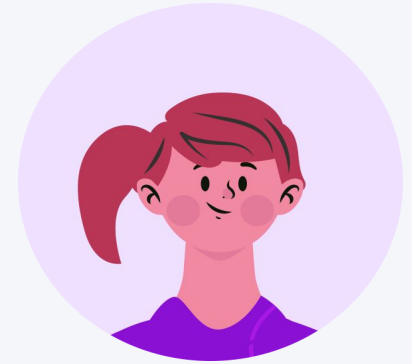
**C-suite /  
Board of directors**



**Leaders /  
People Managers**



**Employees**



**Corporate  
partners**

# C-suite / Board of Directors : Leverage materials from this course

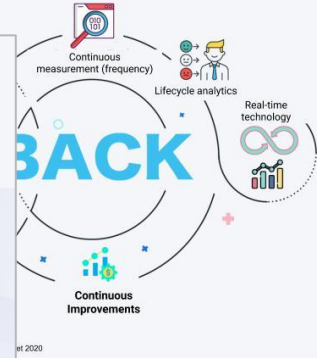
Building a continuous listening infrastructure

Strong consensus that COVID-19 has changed the workplace dramatically

Scale of digital adoption: old methods out of touch

companies rebound

Analyze feedback from those closest to unblock barriers & improve



Evolution of employee experience & engagement

3.0



Agile

Continuous Listening & Action

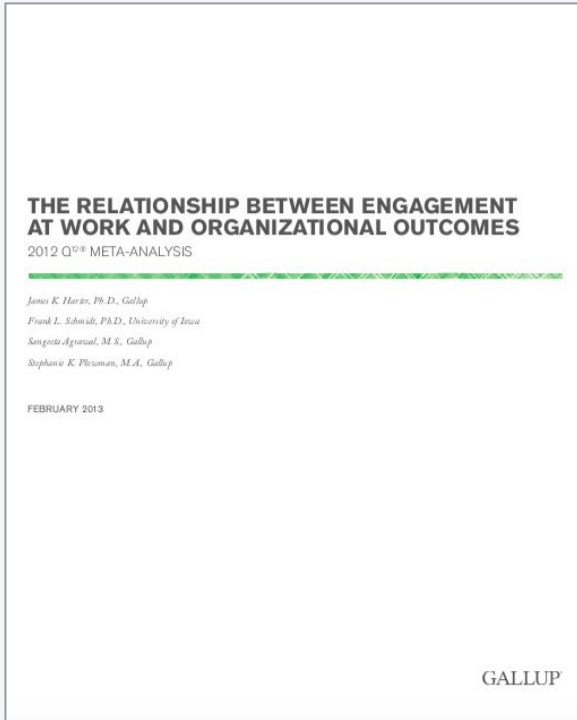
- Agile surveys over lifecycle
- Intelligent action planning
- 2-way multi-channel communications in real-time

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13

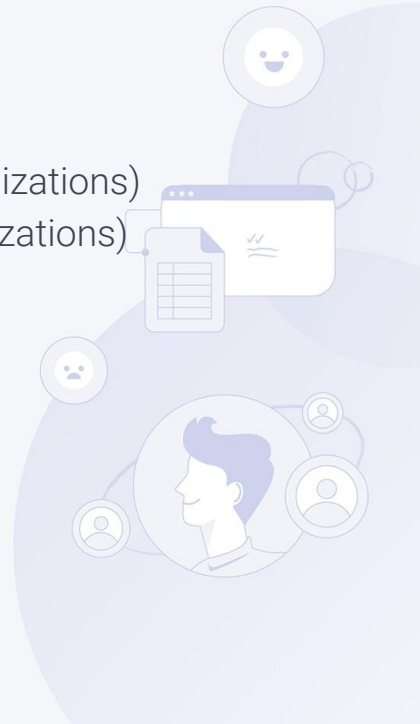
14

# C-suite / Board of Directors : Tying it back to business outcomes



Median differences between top-quartile and bottom-quartile units were:

- 10% in customer ratings
- 22% in profitability
- 21% in productivity
- 25% in turnover (high-turnover organizations)
- 65% in turnover (low-turnover organizations)
- 48% in safety incidents
- 28% in shrinkage
- 37% in absenteeism
- 41% in patient safety incidents
- 41% in quality (defects)



Source: Gallup

# C-suite / Board of Directors : Continuous listening infrastructure benefits

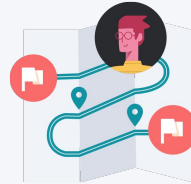
Give employees a **voice**



**Uncover areas within the business to improve employee experience**

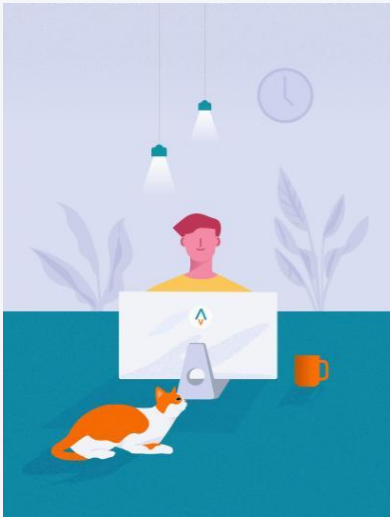


**Track changes in an agile way**



**Build a happy, motivated and productive workplace**

# Leaders / managers: Your role as a manager



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## EngageRocket Guide for Managers

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### How to read your results

Analysing and understanding data and insights collected from your teams

### Communicating & Action planning

What's next after measurement to drive outcomes

*Download available for all EngageRocket subscribers*



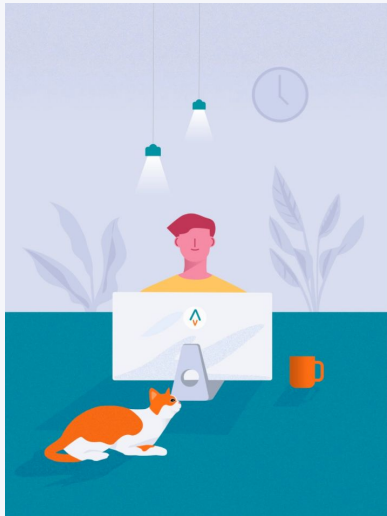
# Leaders / managers : Communicate the “WIIFM”

## For Managers

- Gather quantified and reliable input on varied aspects of working life (step away from rumours and anecdotes)
- Receive specific feedback on your management style and how this impacts others
- Take part in creating action to improve the employee experience



# Employees : Communicate that your voice matters



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EngageRocket  
Guide for Employees



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## **Give honest and open input**

Your honest input is welcomed and kept confidential

## **Provide constructive details**

Support actionable plans to improve your workplace

*Download available for all EngageRocket subscribers*

# Employees : CEO communication

Dear all Strangefruit employees,

We're committed to creating the best possible workspace and we want to hear from you. That's why we have teamed up with EngageRocket, a tool that allows your voice to be heard.

Strangefruit pulse survey will begin from 1 July and continue on a quarterly basis.

Our goal is to:

- Provide employees with a platform to voice their thoughts and opinions.
- Enable data driven decisions to improve the workplace.

You will receive a survey link from EngageRocket with simple questions about your experience at <Company>. Each response will make a huge impact on our organisation. So please take a few minutes to answer the questions and leave comments, wherever needed.

It is 100% confidential.

EngageRocket has put in place uncompromising practices to ensure that all participants and responses along with results and analysis are confidential.

A top-notch workplace starts with our people so thank you for taking the time to collaborate in our efforts.

Kind regards,  
Jim, CEO of Strangefruit



# Corporate Partners : Understanding & broad-based buy-in

Back to module

Employee list | Attributes | **Integrations**

Viewing all employees (1,253)

Employee List: Import | Export

Sort by: Select option | Enter name/email

Edit | Delete | Invite to log in (Invite all) | ADD EMPLOYEE

<input type="checkbox"/>	FULL NAME & EMAIL	UNIQUE ID	MANAGER'S EMAIL	START DATE	TENURE (Auto-generated)	OFFBOARDING
<input type="checkbox"/>	John (John)	john.j@engagerocket.co	john.j@engagerocket.co			
<input type="checkbox"/>	John (John)	john.j@engagerocket.co	john.j@engagerocket.co	11/05/2020	< 3 months	
<input type="checkbox"/>	John (John)	john.j@engagerocket.co	john.j@engagerocket.co	18/05/2020	< 3 months	
<input type="checkbox"/>	John (John)	john.j@engagerocket.co	john.j@engagerocket.co	18/05/2020	< 3 months	
<input type="checkbox"/>	John (John)	john.j@engagerocket.co	john.j@engagerocket.co	18/05/2020	< 3 months	
<input type="checkbox"/>	John (John)	john.j@engagerocket.co	john.j@engagerocket.co	15/08/2019	6 - 12 months	
<input type="checkbox"/>	John (John)	john.j@engagerocket.co	john.j@engagerocket.co	15/08/2019	6 - 12 months	

Get IT support for integrations (if required)

Extract relevant employee base from HRIS

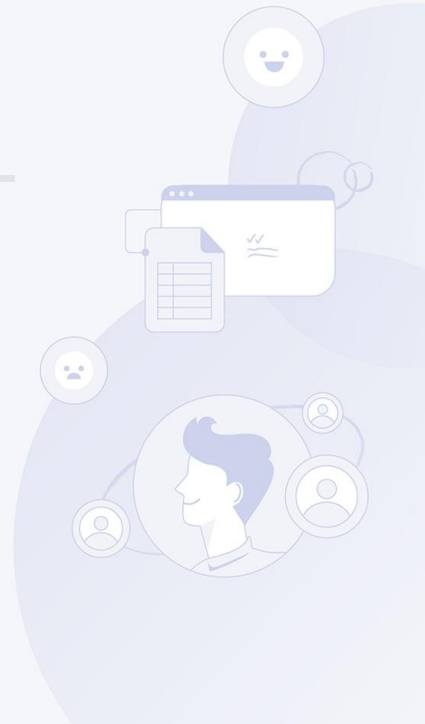
# Corporate Partners : Prepare HRBPs on what's upcoming

## Strangefruit illustrative example



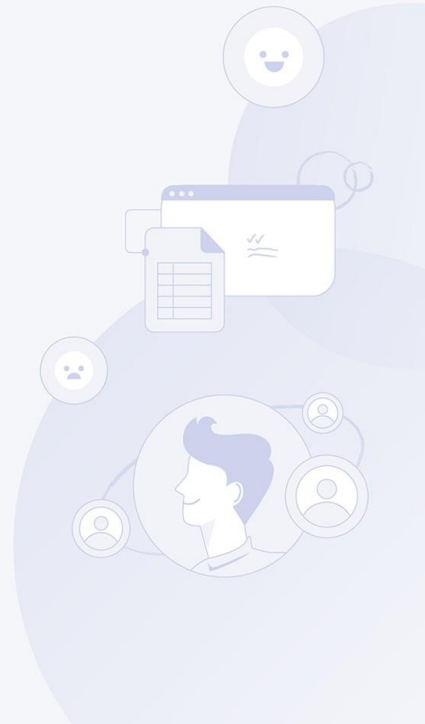
# Testing

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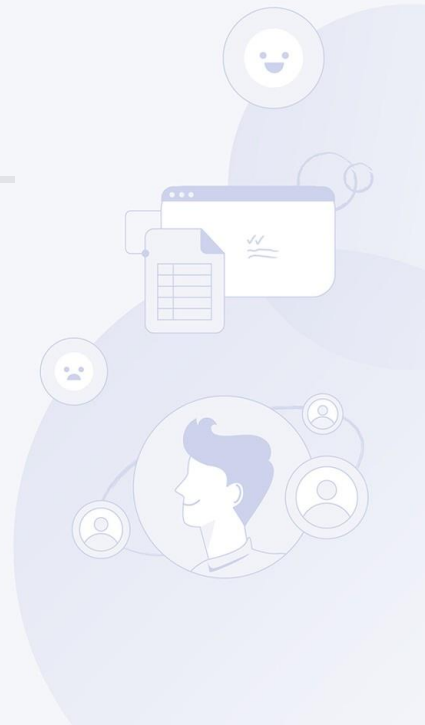
# Possible technology challenges to watch out for the first time

1. Survey invitation emails going undelivered / to spam [check possibility of whitelisting]
2. Internet separation or robust firewalls [use QR codes for invites]
3. Browser incompatibility [usually with older versions of Internet Explorer]



# Participation

---



## How accurate are my results at 80% participation?

# 1%

- This is the **margin of error** at 95% confidence level.
- The smaller the margin of error, the **more confidence** we may have in our results.

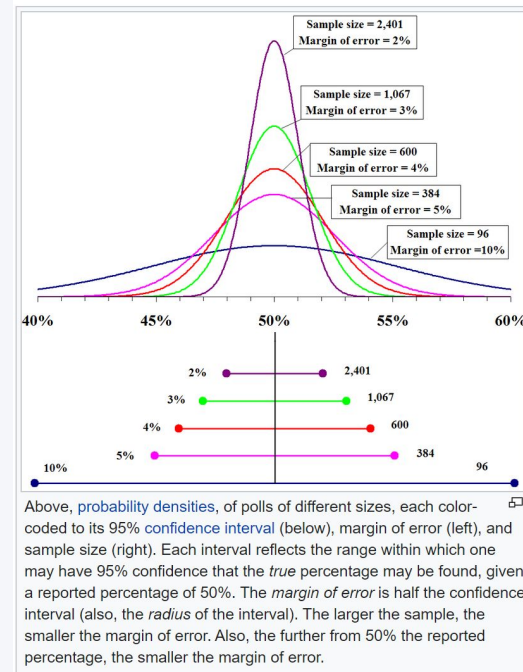
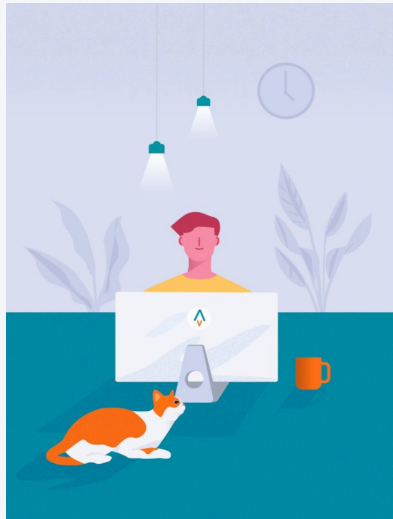


Image credit: Wikipedia



EngageRocket recommends a margin of error of 3% or less.

# Encourage participation



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## EngageRocket Guide for managing poor participation

 Last updated: February 2020

### **Make use of automated reminders**

Schedule survey reminders to be sent out to your non-respondents.

### **Create a little competition**

Share participation rates of departments to encourage leaders/

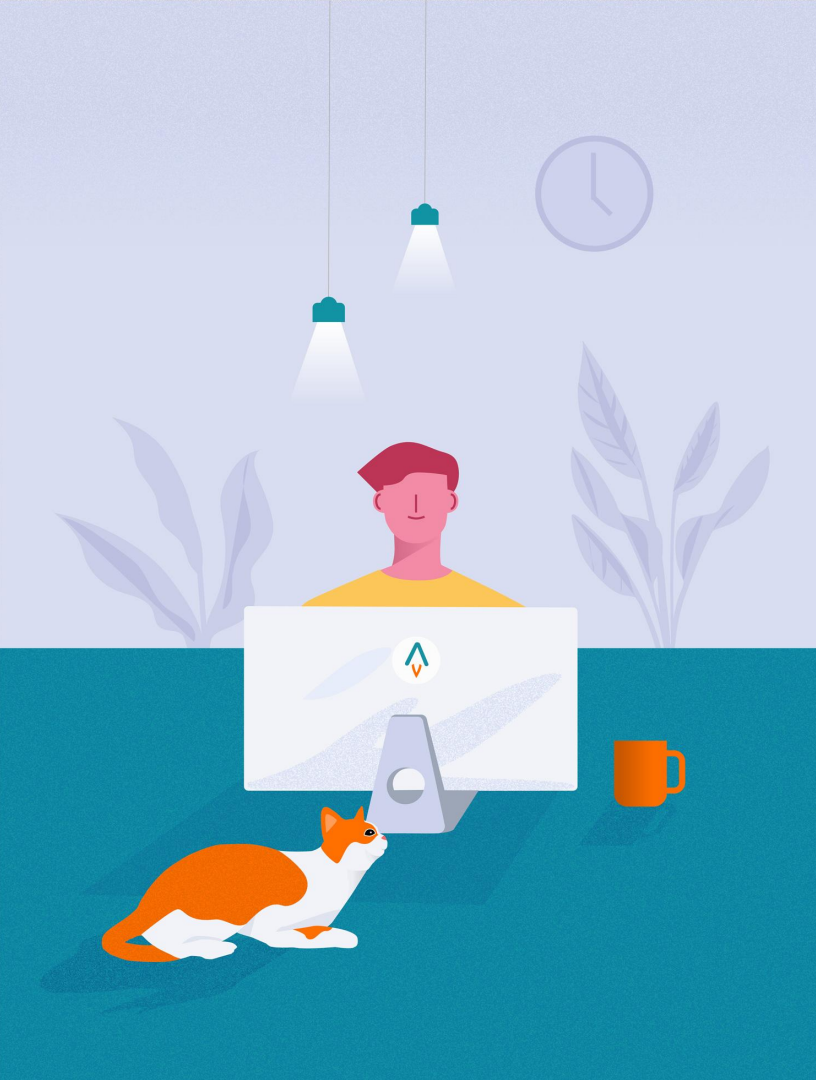
*Download available for all EngageRocket subscribers*



## Lesson 3

# Nuts & Bolts How to integrate pulse surveys successfully

## 3. Mythbusting



# Myth #1

Employee engagement is owned by HR

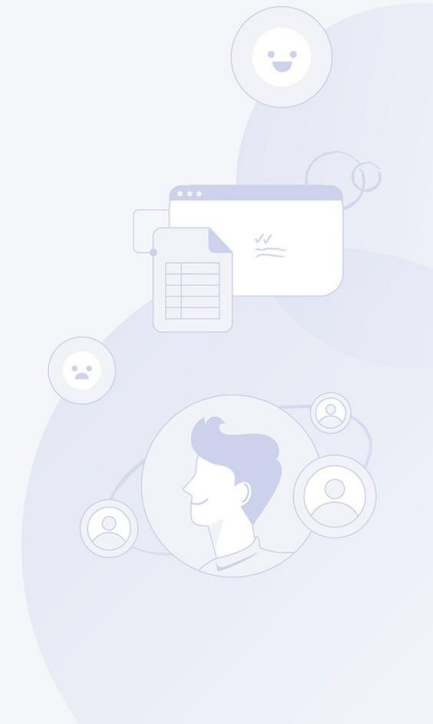


Managers matter.

70%

# Common pitfalls

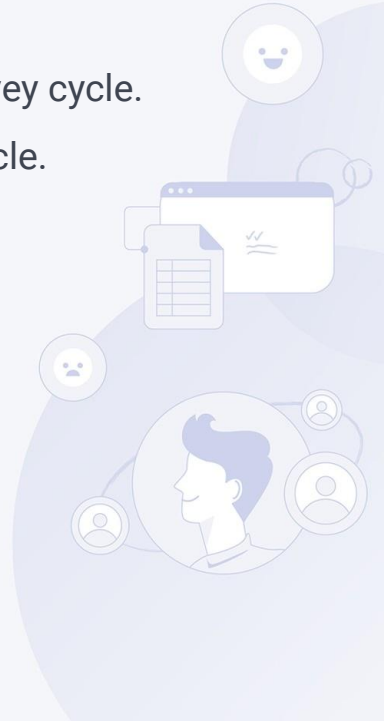
- Score chasing / implementing hard KPIs on engagement scores on managers
- Lack of post-measurement focus
- Failure to equip managers
- “Delaying” future cycles leading to a lack of momentum
- Appointing HR or HRBP “Engagement champions”



# Magic of the Accountability Index

## Accountability index

1. The results of the last survey cycle were communicated to me.
2. My team has made a plan of action to address the issues raised in the last survey cycle.
3. There has been meaningful progress made in my team since the last survey cycle.



## Myth #2

Pulse surveys should just be focused on employee engagement



# Employee Engagement

*Experience*  
Employee ~~Engagement~~

# Mapping employee experience: finding moments of truth



Single source of truth



## Myth #3

Pulse surveys are  
standalone project



# Survey Project

*Continuous Listening*  
~~Survey Project~~

# Continuous listening infrastructure to support talent intelligence

