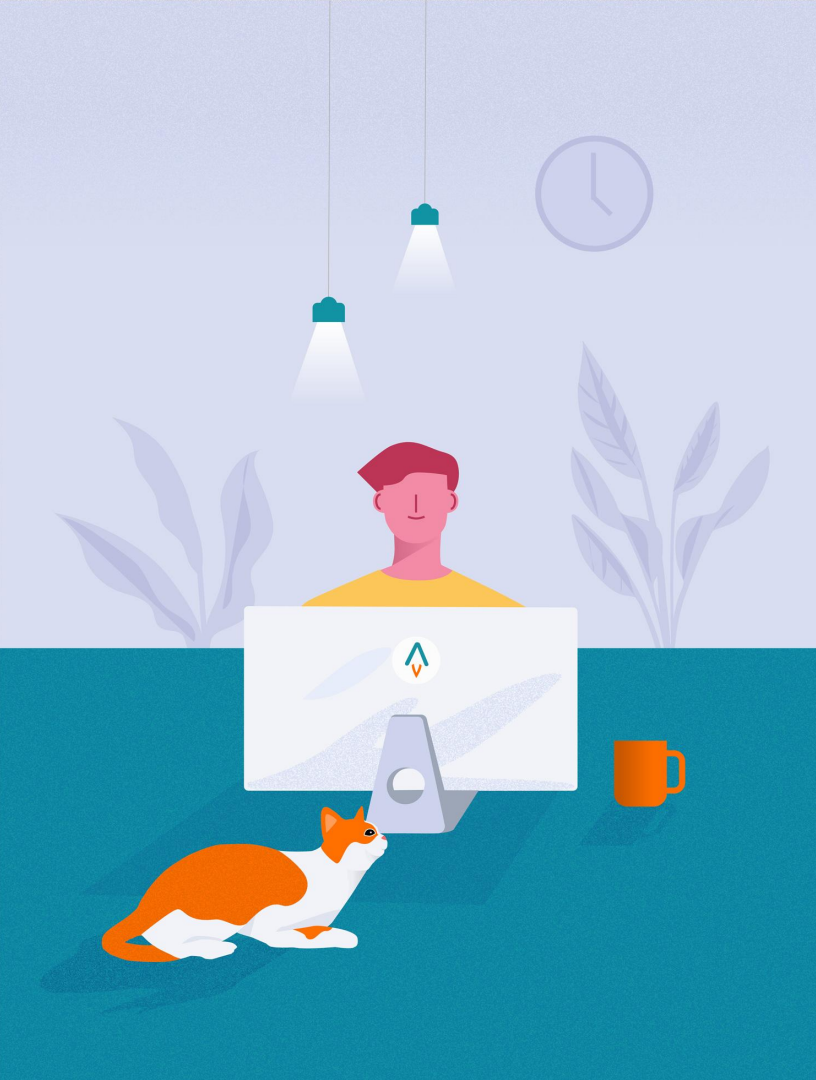


## Lesson 2

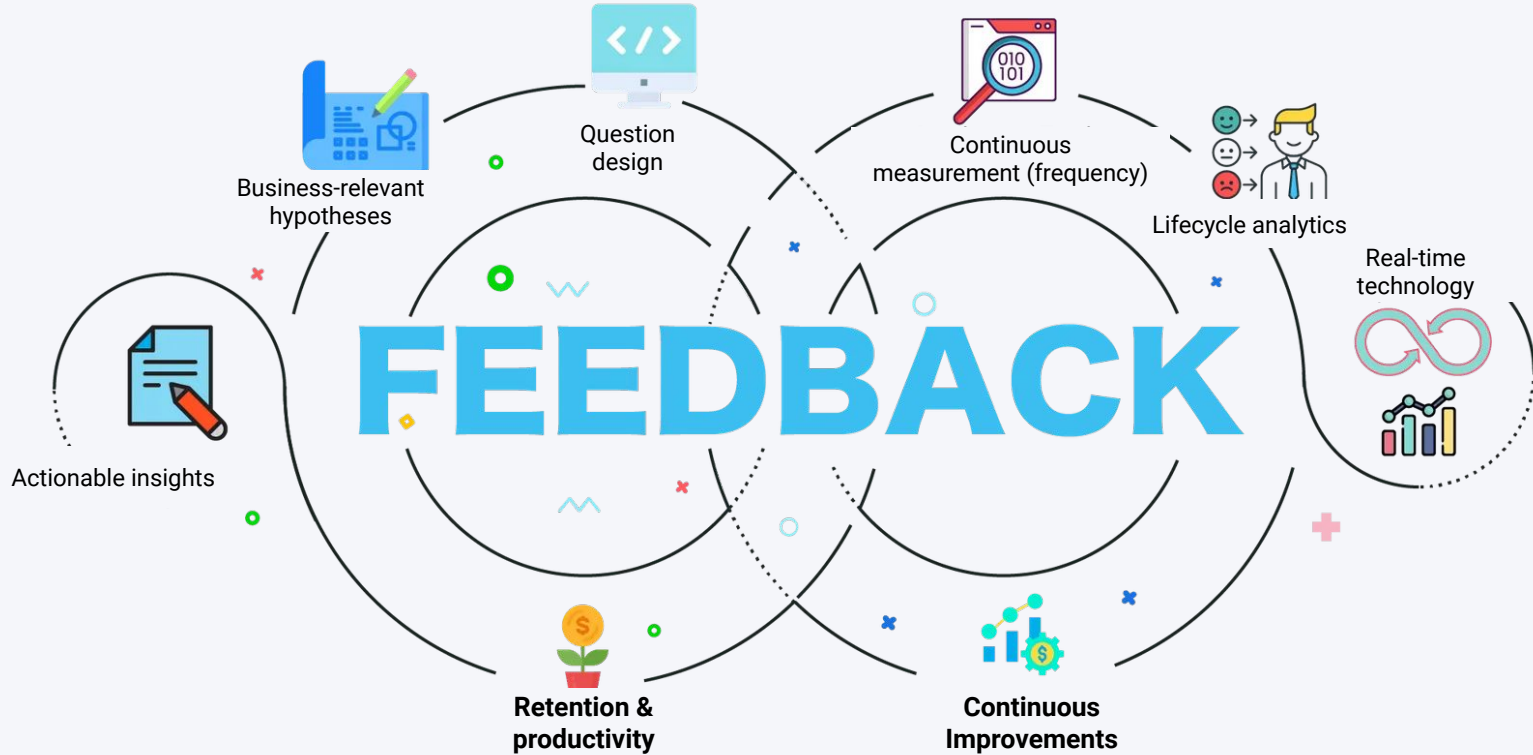
# Charting uncharted waters

What to track in pulse surveys

1. **Starting with the end in mind: what do I want from my pulse surveys?**

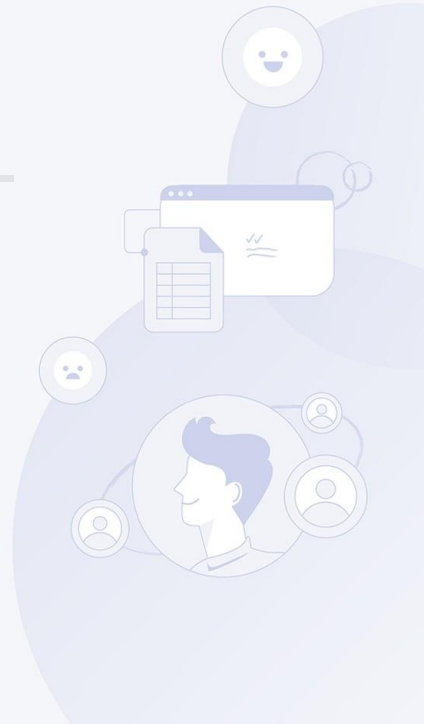


# Building a continuous listening infrastructure

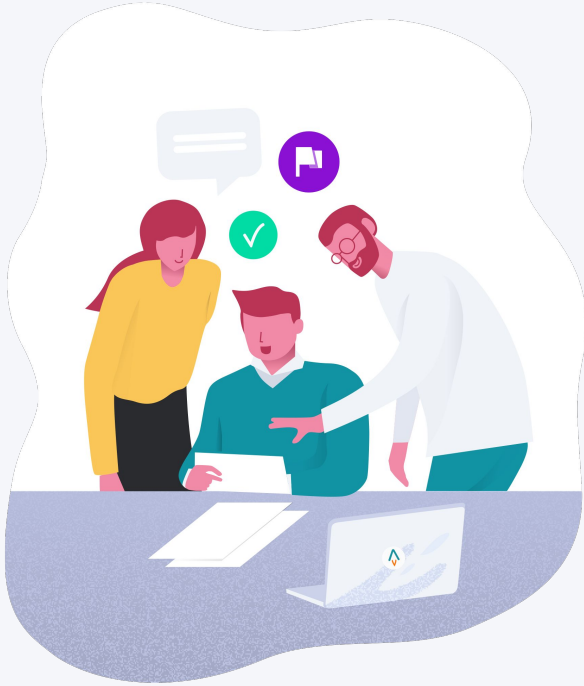


Hypothesis = A guess?

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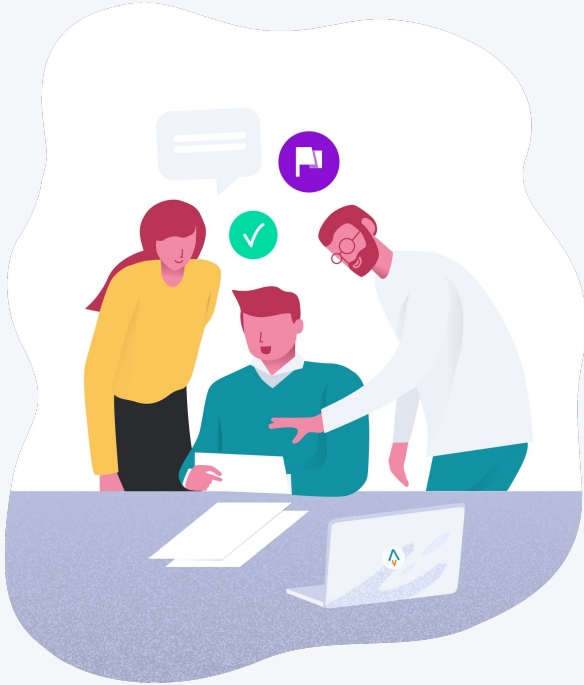


# What is a good hypothesis??



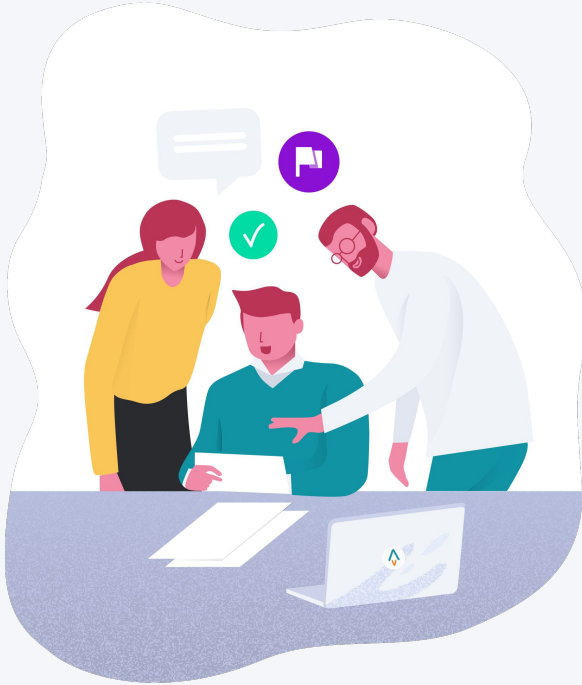
1. NOT the research question

## What is a good hypothesis??



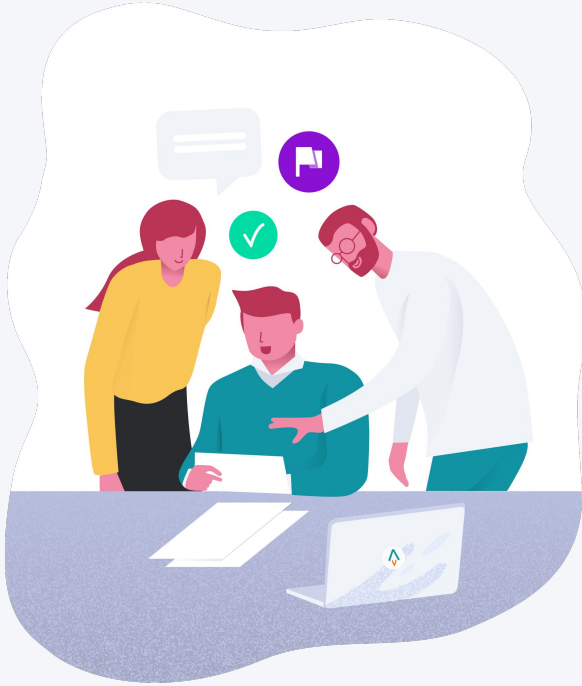
1. NOT the research question
2. Is a statement

## What is a good hypothesis??



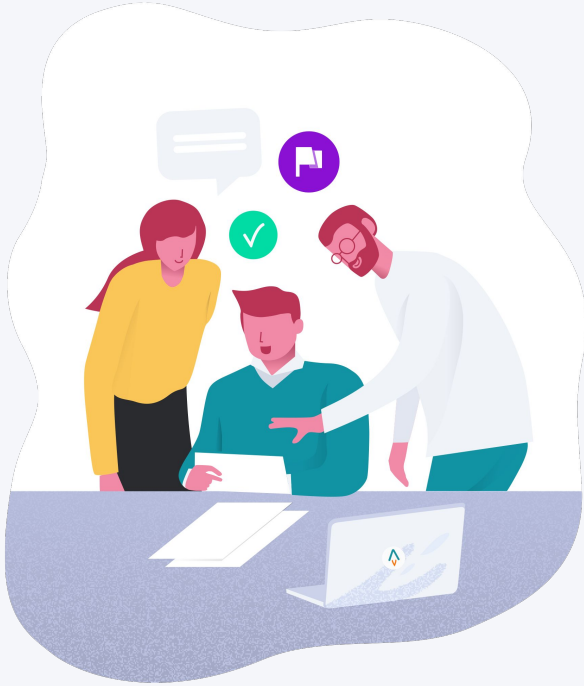
1. NOT the research question
2. Is a statement
3. Clear language

## What is a good hypothesis??



1. NOT the research question
2. Is a statement
3. Clear language
4. Is “testable”

## What is a good hypothesis??

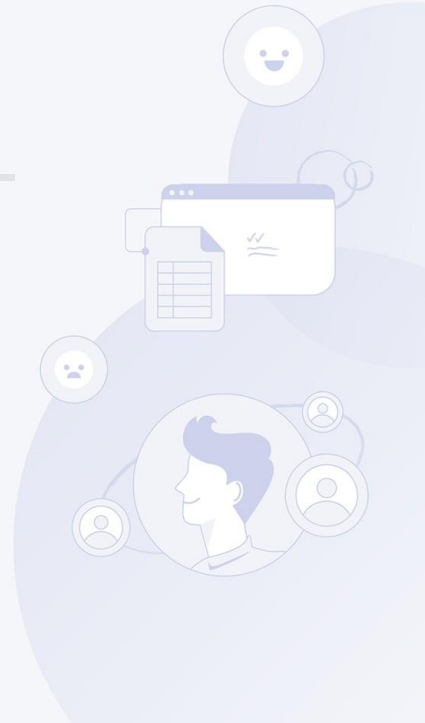


1. NOT the research question
2. Is a statement
3. Clear language
4. Is “testable”

E.g. “People leave my company in the first 90 days if they are not successfully engaged by their hiring manager.”

# Personalising the employee experience

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# Personalising experience: Mapping insights over the employee lifecycle



# Personalising experience: Mapping insights over the employee lifecycle

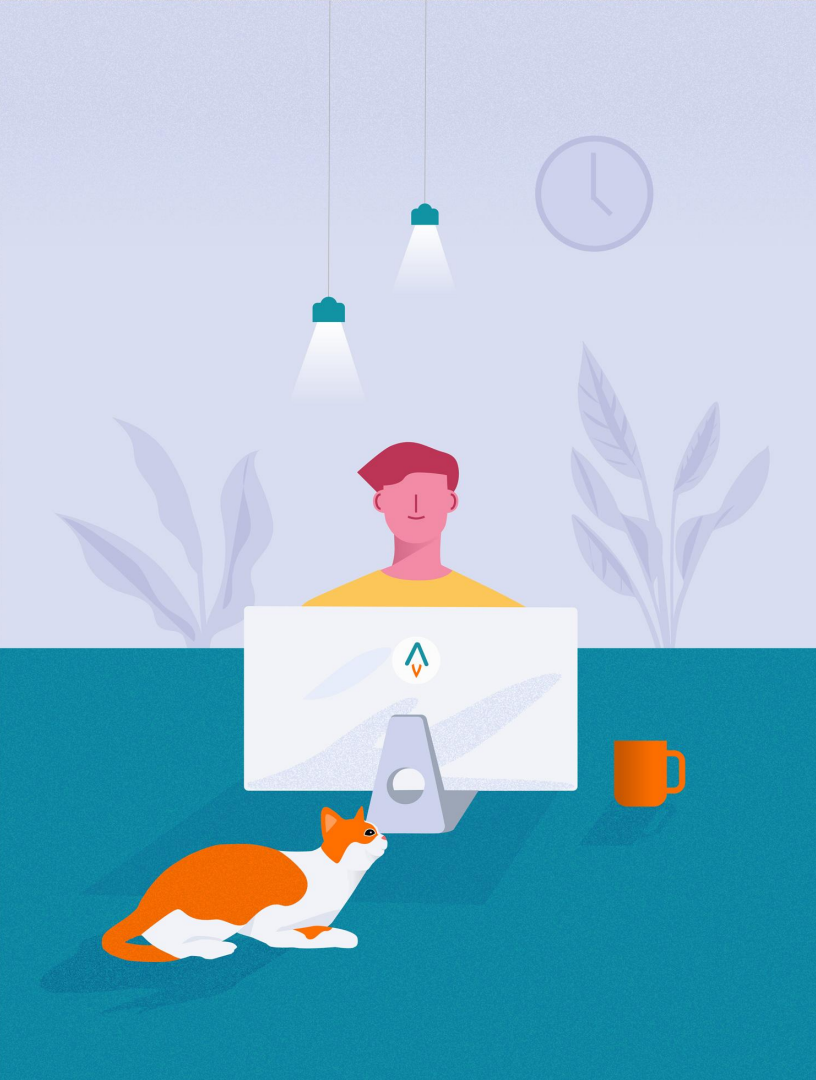


## Lesson 2

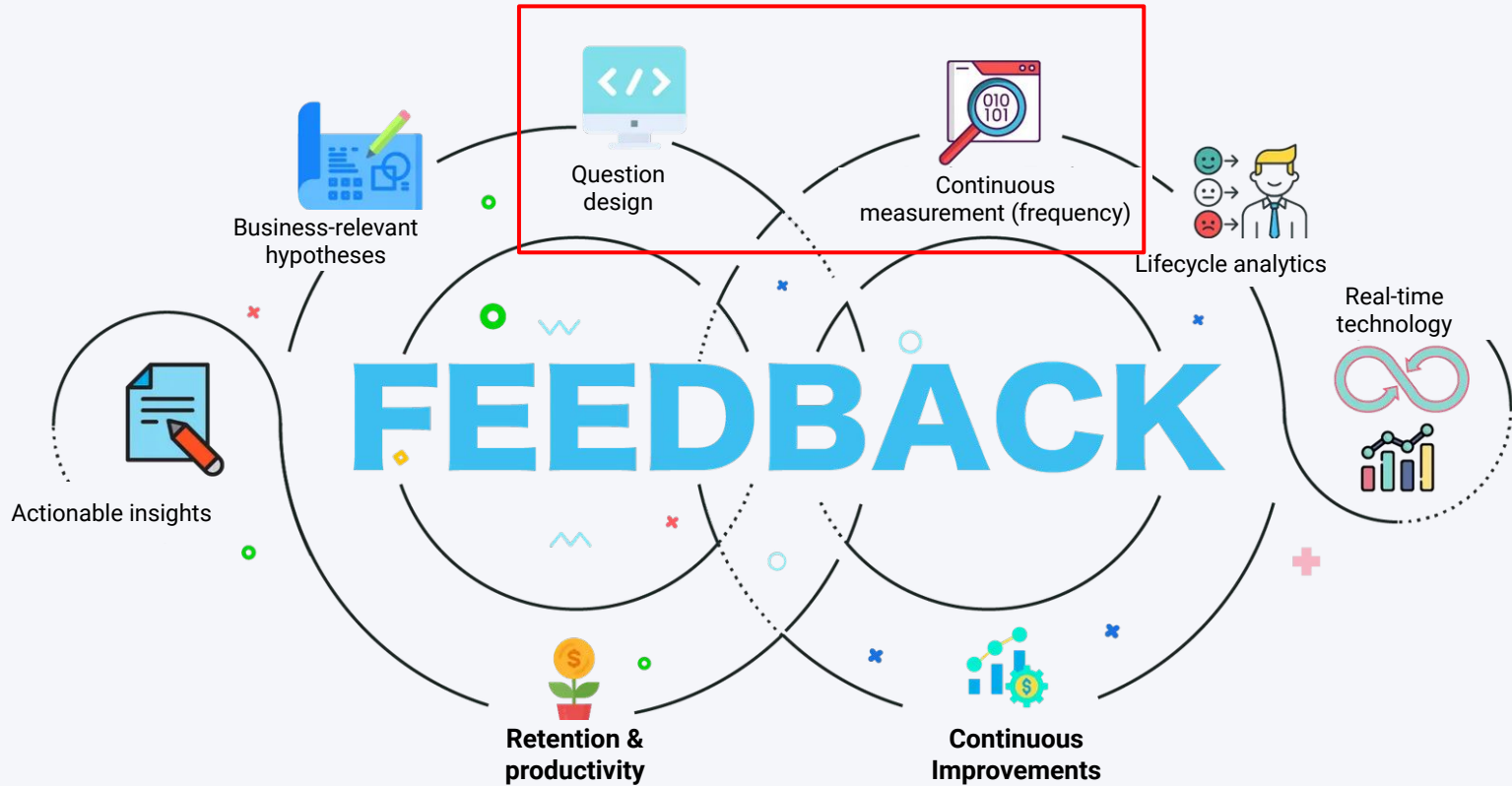
# Charting uncharted waters

What to track in pulse surveys

## 2. The anatomy of a pulse survey questionnaire

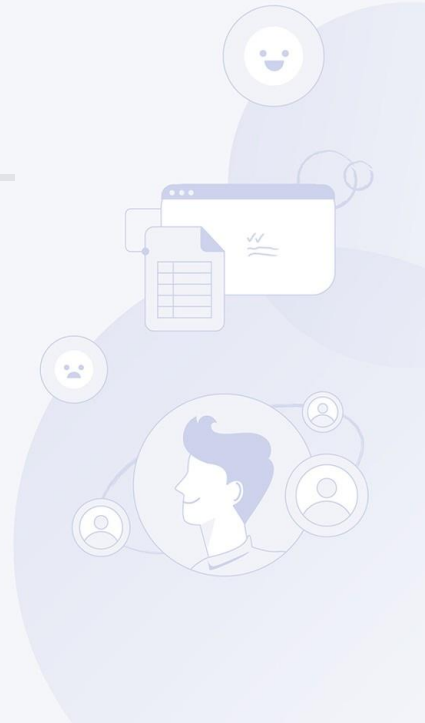


# Building a continuous listening infrastructure



# What is the right survey frequency?

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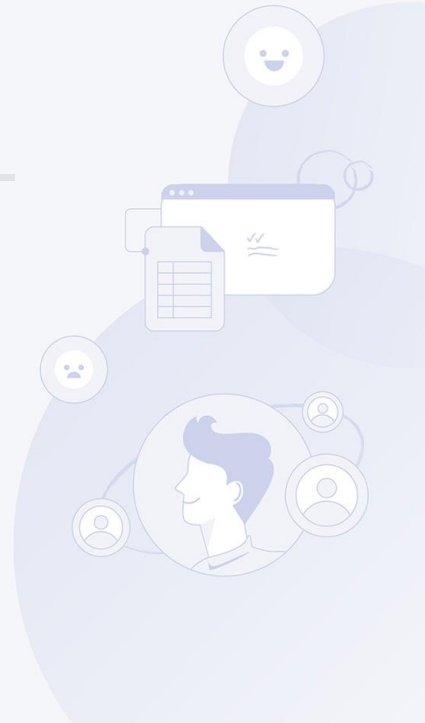
## EngageRocket's Recommendation

Align frequency with your organisation's operational rhythm

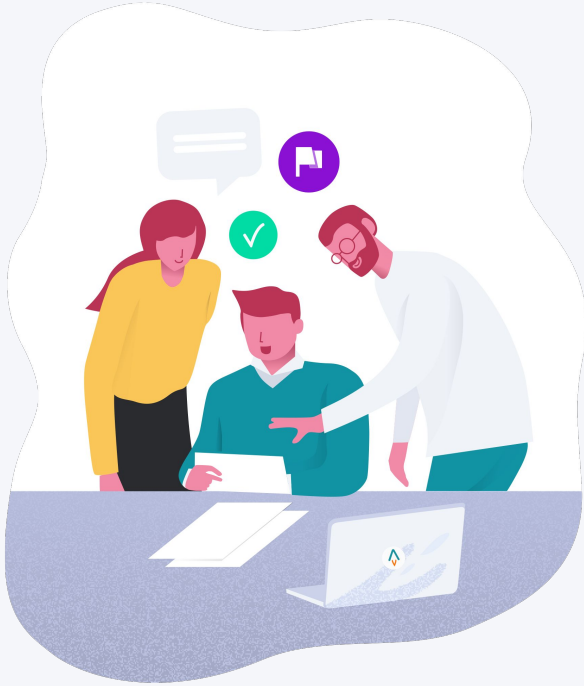


# Question design best practices

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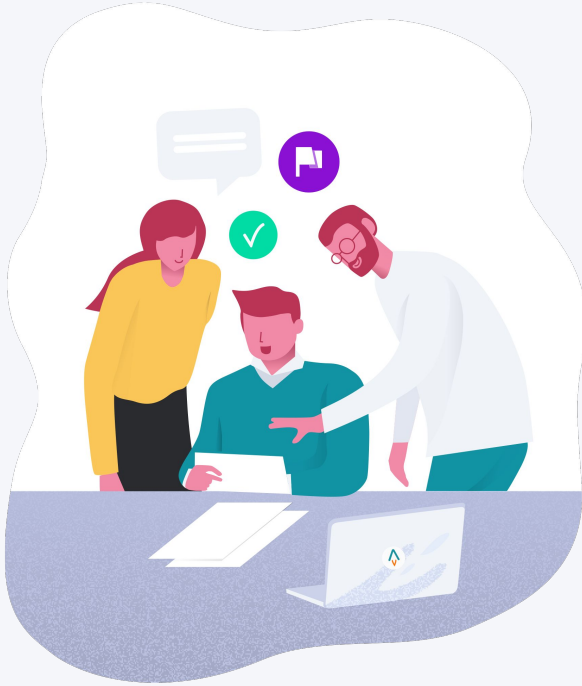


## Question design best practices: **Driver vs. Outcome**



1. Differentiate Driver vs Outcome questions
2. Driver = “I understand how my work supports the goal(s) of my team.”
3. Outcome = “How likely are you to recommend this organisation as a place to work to friends or family?”

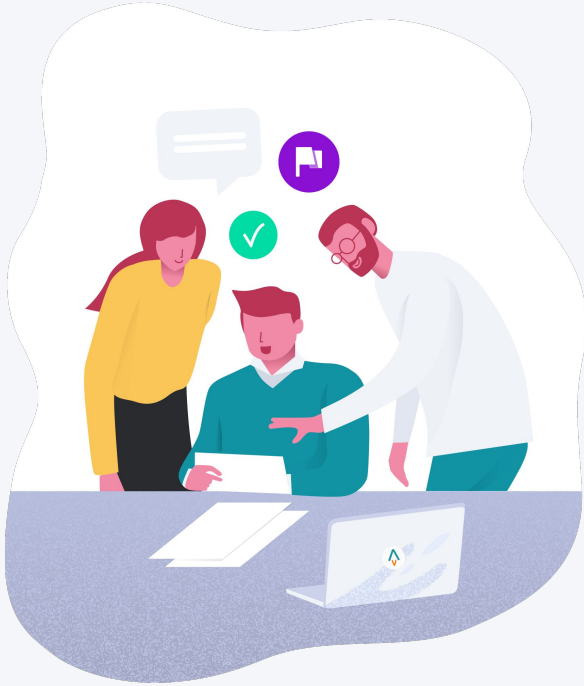
## Question design best practices: **Avoid double-barrelled questions**



Example:

“I am satisfied with the training and mentorship opportunities I receive at my company.”

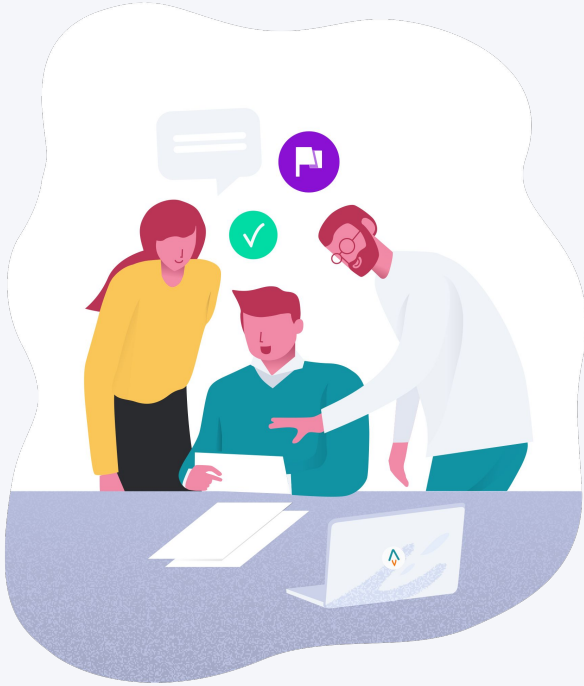
## Question design best practices: **Keep phrasing simple**



Example:

“I believe that the organisational culture seems to be the right one for the business environment that we are in.”

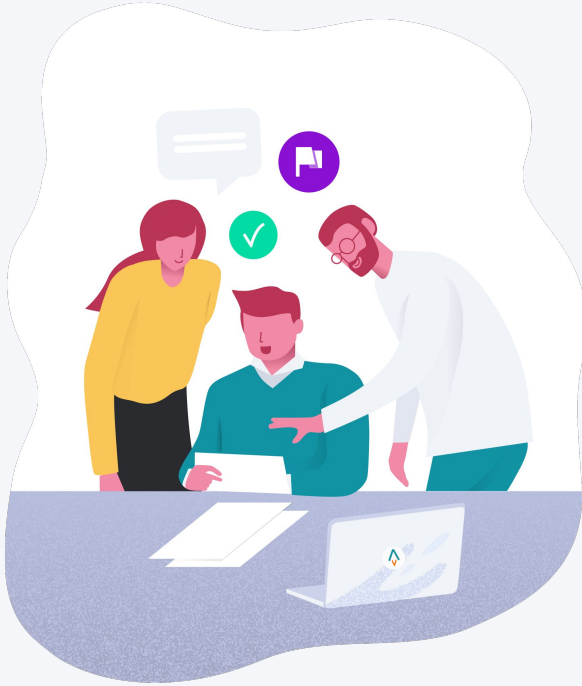
## Question design best practices: **Subjective and Objective questions**



Both **Subjective** and **Objective** questions can be included:

1. **Subjective** = “I am confident in the future of my organisation.”
2. **Objective** = “I have received recognition for doing good work in the past week.”

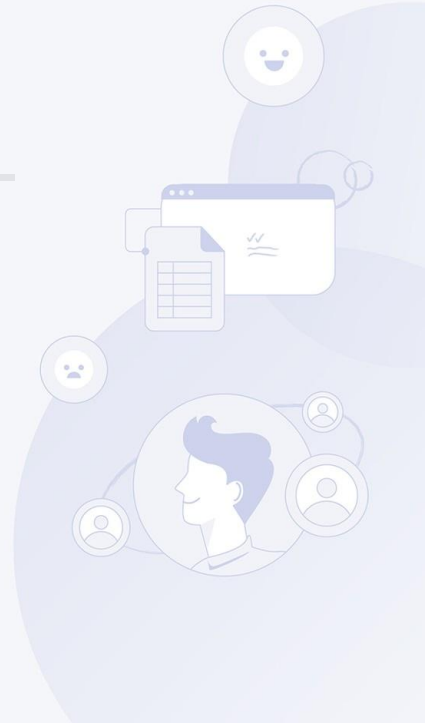
## Some question design best practices: **Effects of question order**



- Reduce availability bias
- Sequence general questions first, followed by specific questions

Should I change questions in each cycle?

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## EngageRocket's Recommendation

70% trended

30% current issues

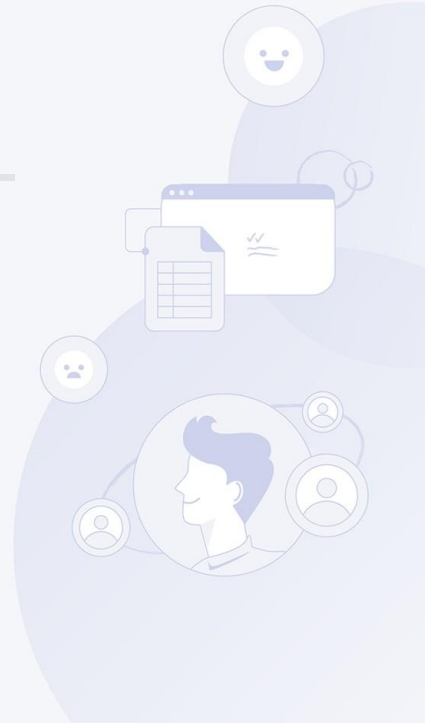
### **A note on benchmarks**

Great as a point of reference, but don't be a slave to comparisons.



# Survey fatigue?

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## EngageRocket's Recommendation

Less than 30 questions

*Or*

Less than 3 mins

### **A note on survey fatigue**

Be more concerned with lack-of-action fatigue.

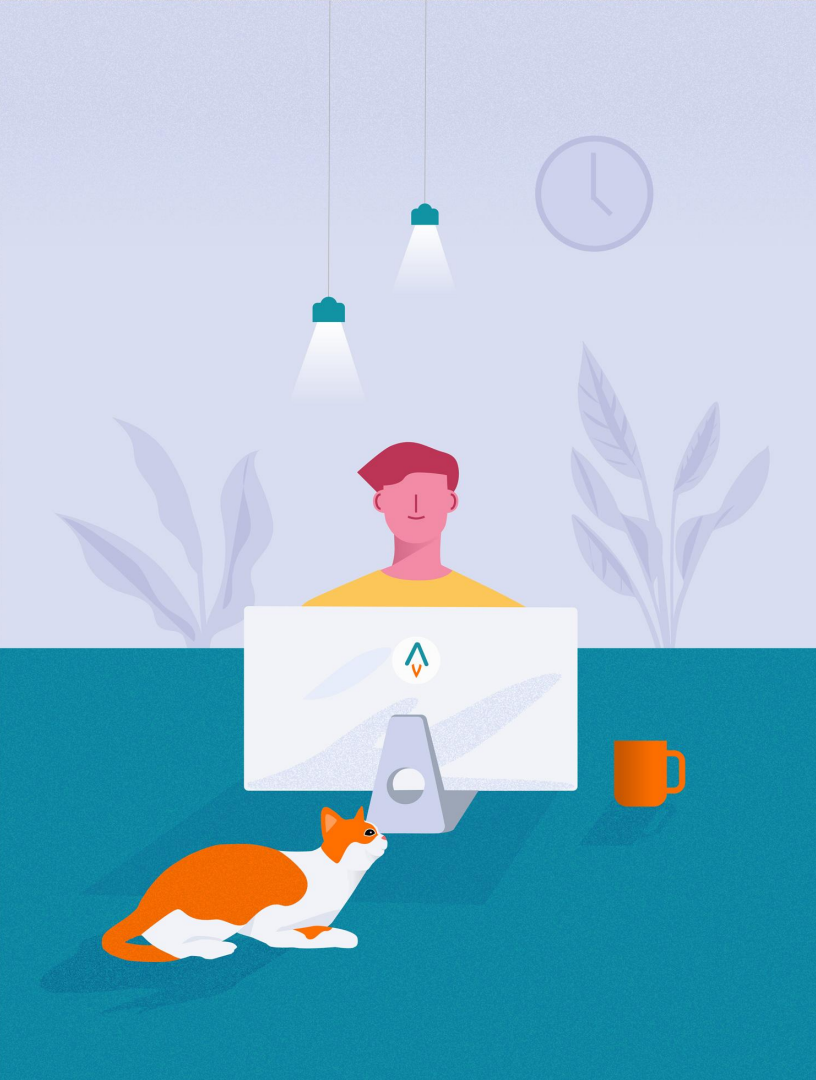


## Lesson 2

# Charting uncharted waters

What to track in pulse surveys

**Bonus: Where does employee engagement fit in with all this?**



# Employee Engagement

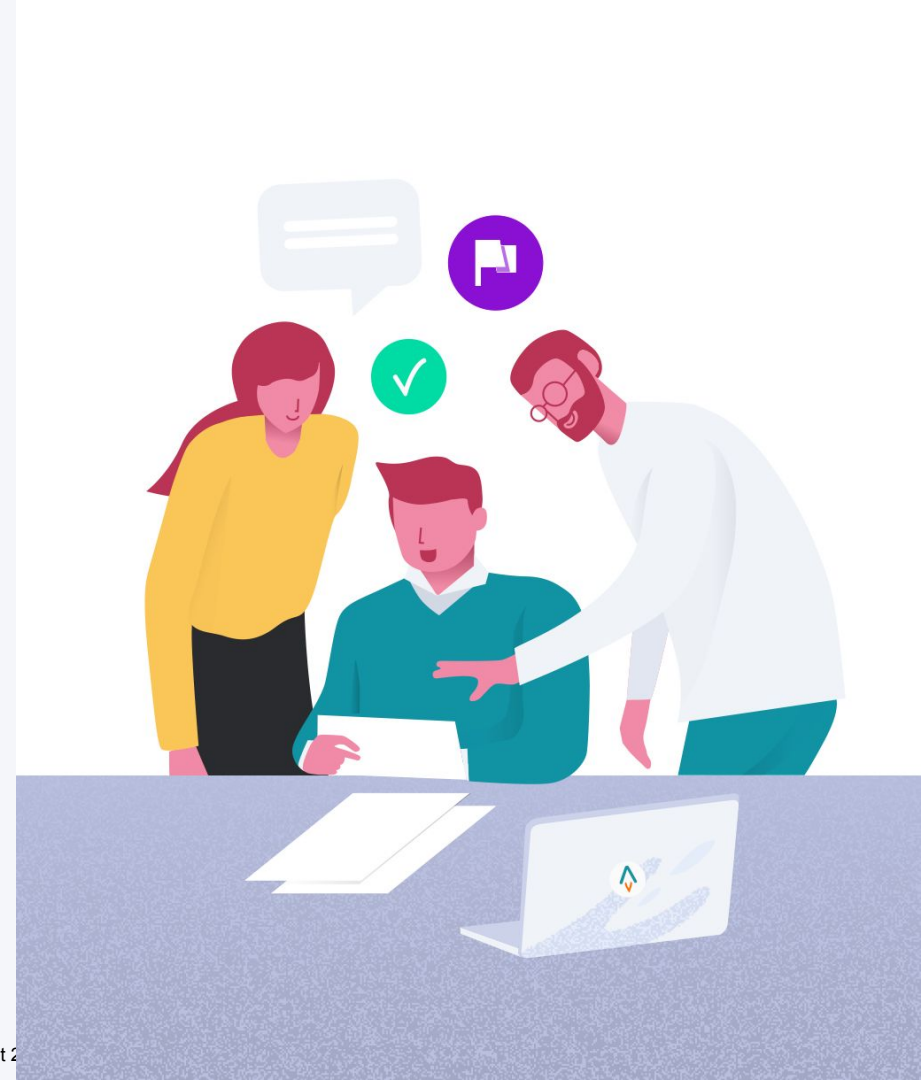
=

Motivation

x

Productivity

= Management



It takes

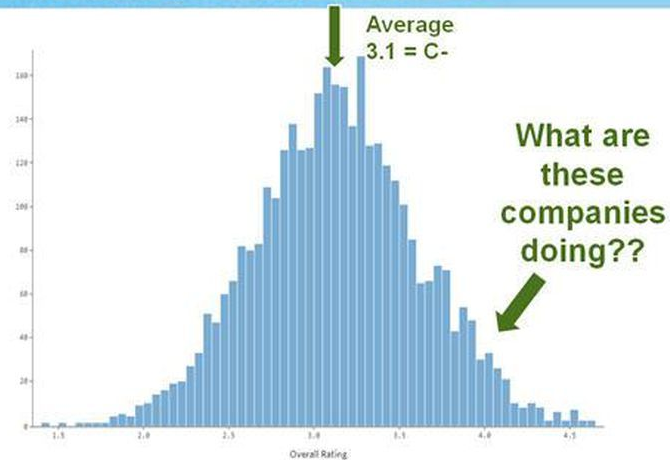
\$56,667

to replace 1 person



# Engagement Remains a Global Challenge

Glassdoor Employee Ratings – 20,000+ Companies



Source: Josh Bersin, Deloitte, Fast Company

People stay in jobs for only

4.4

years



## What is the Employee Experience worth?



147% **EPS**



51% **Profit**



21% **Productivity**

*Sources: Gallup, Willis Towers Watson, EngageRocket analysis*

TALENT MANAGEMENT

# Employee Surveys Are Still One of the Best Ways to Measure Engagement

by [Scott Judd](#), [Eric O'Rourke](#), and [Adam Grant](#)

MARCH 14, 2018

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# Building Blocks of Motivation



**Purpose**

**Self-Direction**

**Esteem**

**Basics**

# Combining actionable drivers with outcome questions



Focus here