

# Unlocking the Full Potential of Employee Feedback

HOW TO IMPROVE YOUR APPROACH TO EMPLOYEE LISTENING



# Meet The Speakers



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# Agenda

01

Importance of Employee Listening in Driving Employee Success

02

Latest Survey Research Highlights

03

Employee Listening Maturity Framework

04

Q&A



# What is Employee Success?

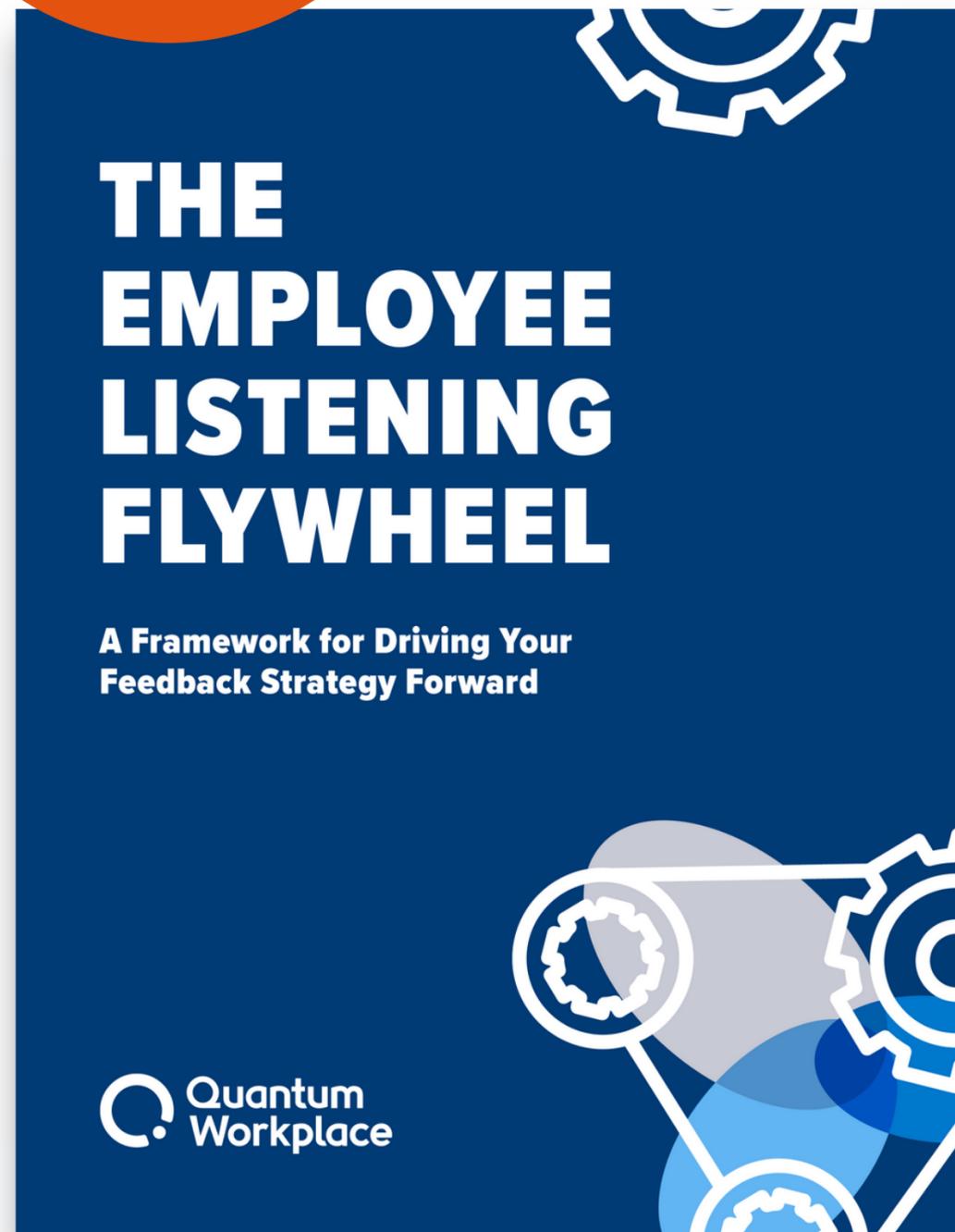
Employees want to stay — and talent wants to join. You have a magnetic culture that attracts the best and keeps the best.

Your employees and teams are high performing. They understand the role they play in helping the company achieve success.



Your employees have an engaging experience. You understand, validate, and improve upon what matters most.





# New E-Book

## **The Employee Listening Flywheel:**

A Framework for Driving Your  
Feedback Strategy Forward



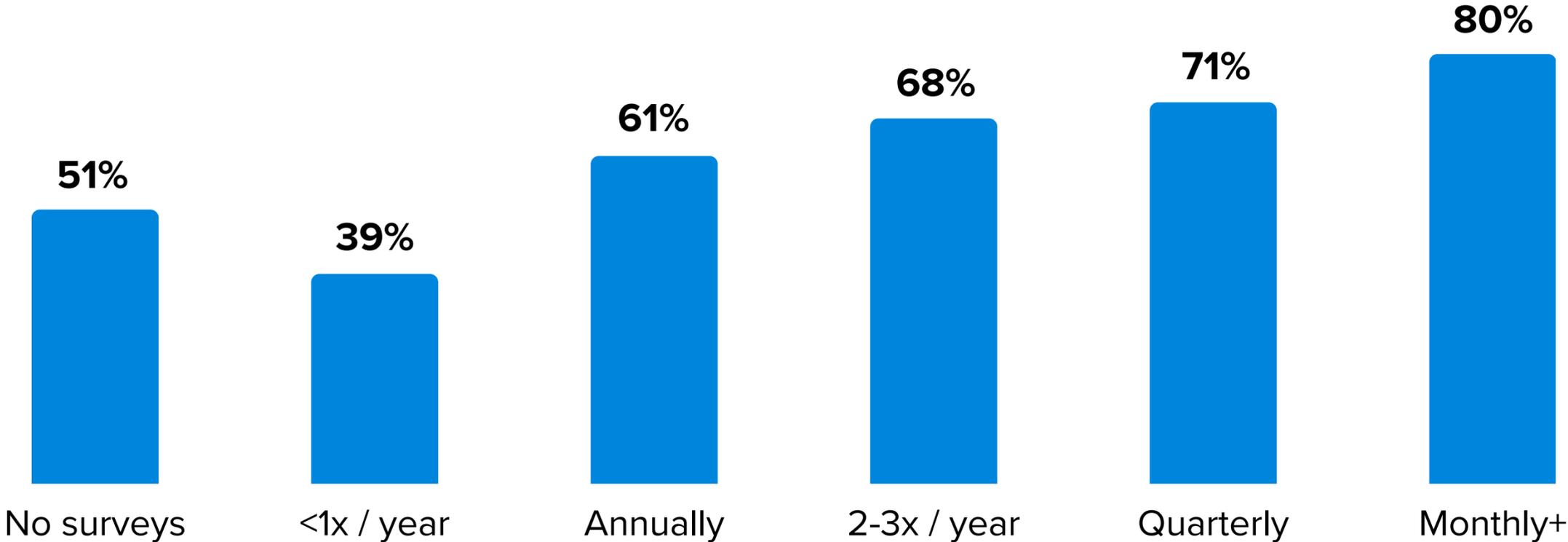
POLL #1

# Where are you collecting employee feedback today?

Select all that apply

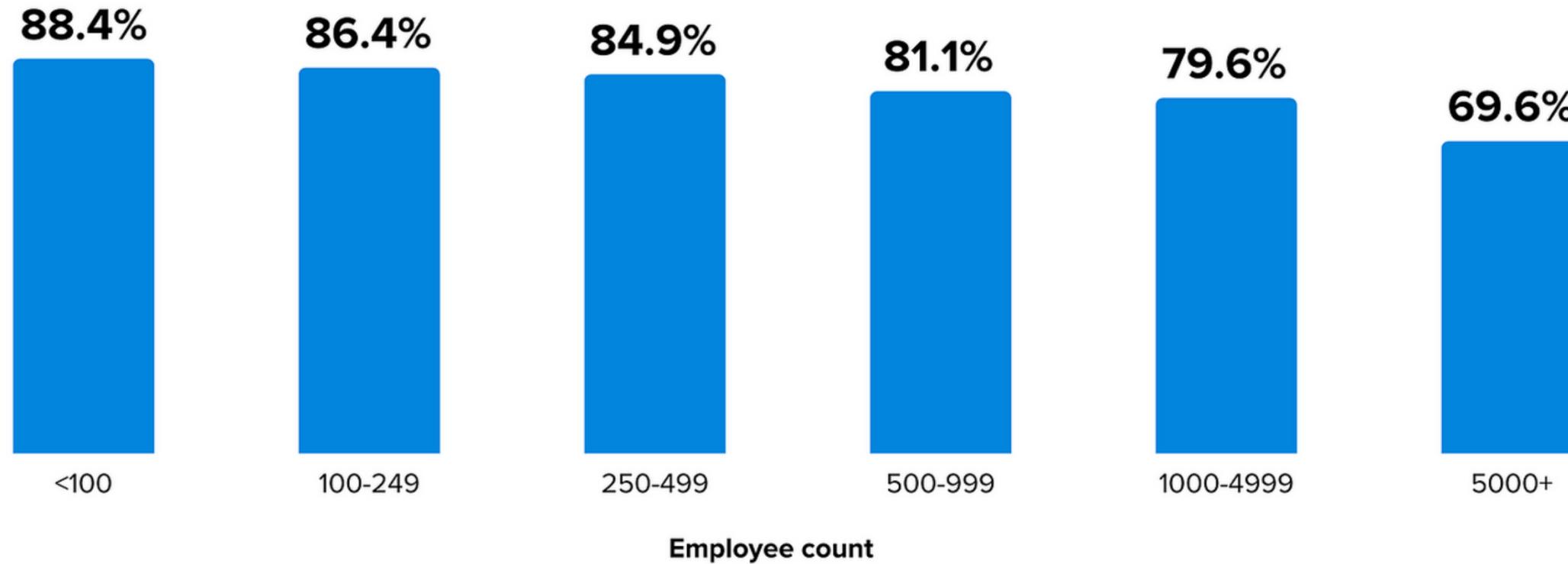


# Employee Engagement Levels by Survey Cadence



A more continuous listening strategy elicits higher engagement, but there might be tradeoffs with survey fatigue

## Average survey response rates by company size



To avoid survey fatigue and keep response rates high, the best thing you can do is incorporate communication and action



POLL #2

**Where does your  
organization struggle the most  
with employee listening?**

Select all that apply





# 5 Building Blocks of an Effective Listening Strategy

1. A culture of feedback
  2. A clear and compelling purpose
  3. Assigned ownership
  4. A continuous approach
  5. A thoughtful mix of surveys
- 



# Employee Listening Flywheel





## Ramping Up



- Fully owned by HR (or other singular stakeholder)
- Unclear why/purpose
- Sporadic surveys
- Focused on the score
- Little post-survey action
- Using free or inexpensive tool
- Little to no communication or follow up

# Analytics that Drive Understanding and Impact



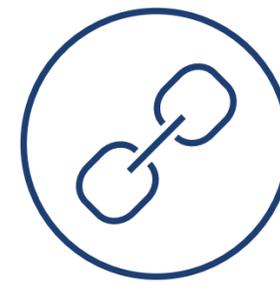
## HEAT MAPS

- Intuitive visuals
- Multiple attribute comparison



## BENCHMARKS

- Validated 1<sup>st</sup> party data sources
- Largest database in North America
- Available for 20+ topics and 100+ questions



## LINKAGE ANALYSIS

- Business impact analysis tools
- Turnover risk prediction



## TEXT ANALYTICS

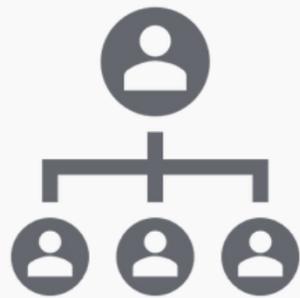
- Sentiment
- Theming
- SOON: Keyword detection and alerts

# Accelerating



- HR empowers managers
- Managers collaborate with teams
- Shared reports
- Benchmarking
- Collaborative action planning
- Ongoing conversations post-survey
- 3<sup>rd</sup> party survey platform
- Confidentiality
- Validated engagement model

# Analytics to Empower Your Teams



Team Report  
Dashboards



Action Planning  
Lightweight 1:1s



ME Report



# Cruising



- HR is a coach
- Everyone is involved in and owns engagement
- Continuous and strategic listening
- Embedded in business activities and strategies
- High participation and communication
- Easy to action
- 3rd party survey platform
- Survey automation and AI
- Data connected to Business Intelligence

# Integrate and Automate Employee Listening



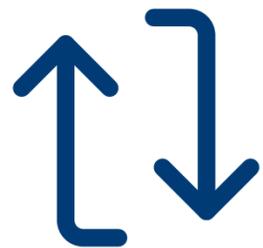
## ENGAGEMENT

Aggregate, analyze, and act on company-wide feedback with ease



## PULSE

Get real-time, actionable employee feedback on any topic, any time



## LIFECYCLE

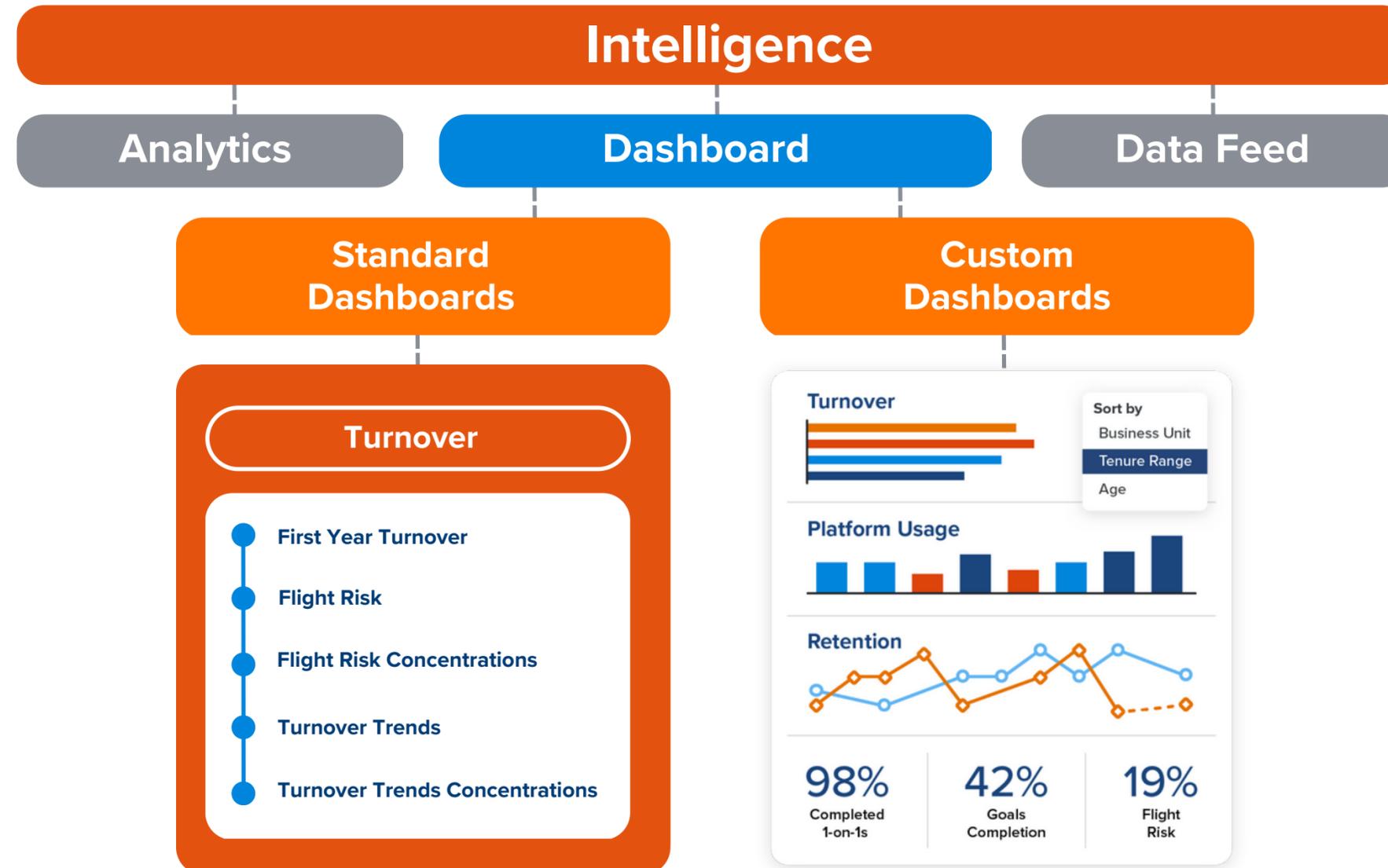
Optimize the employee journey across the employee experience



## FEEDBACK

Receive and deliver critical feedback to drive performance

# Advanced intelligence capabilities





# Tips to discover meaning in your organization - no matter where you're at

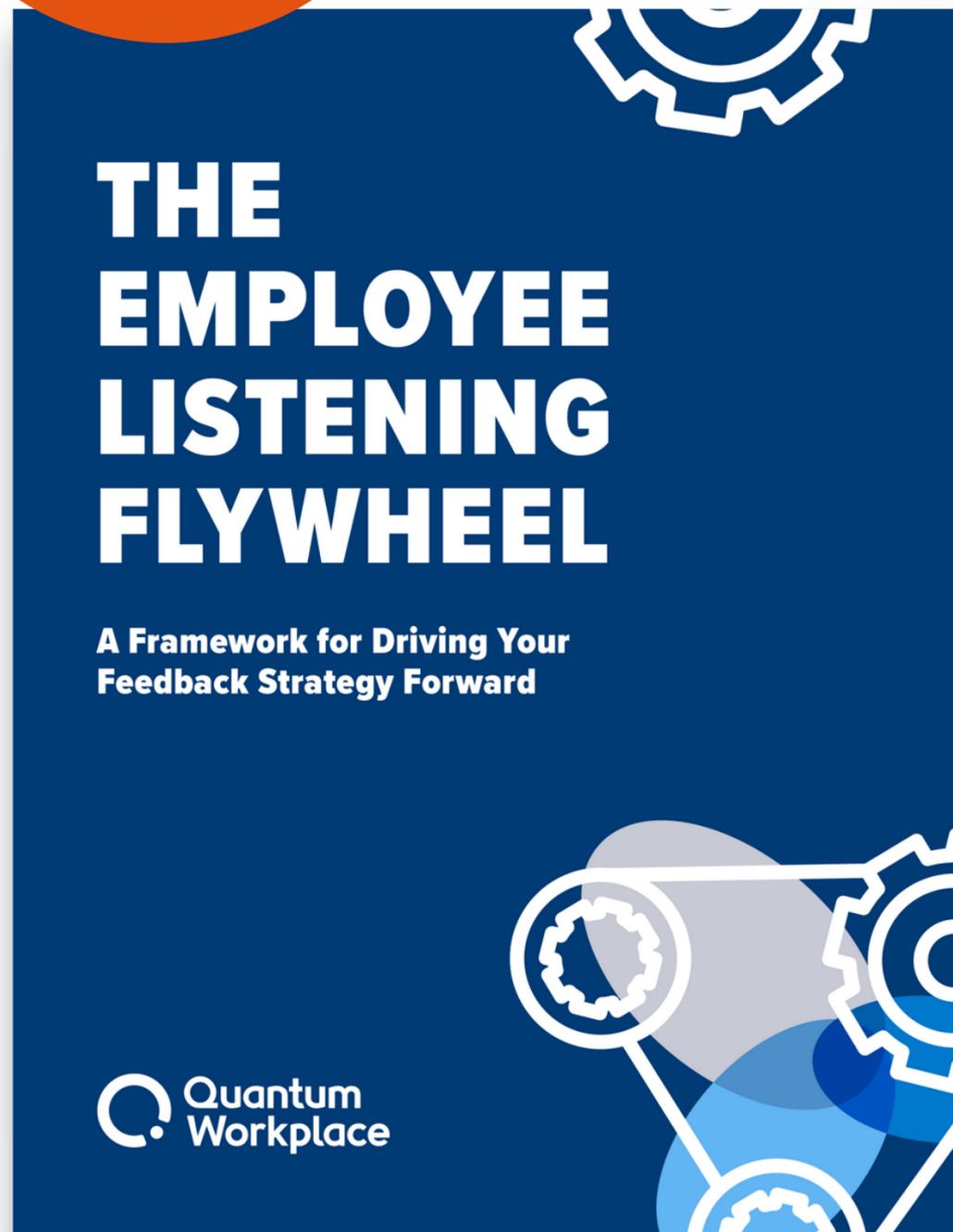
- Look beyond the data
- Don't just focus on the 'bad'
- Improve employee experiences through local action



# Key Takeaways

- Embrace where you are today
- Find champions that can help you get leaders and managers involved in and owning engagement alongside you
- Build momentum for improvement





# QUESTIONS?

**Download the eBook  
in the Resources tab!**

