# The ultimate guide to getting the most out of your employee pulse surveys.
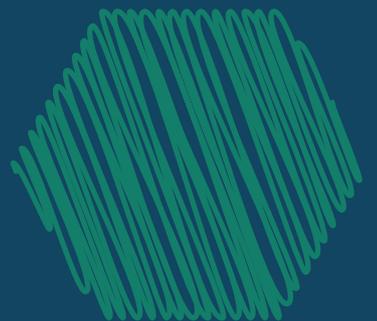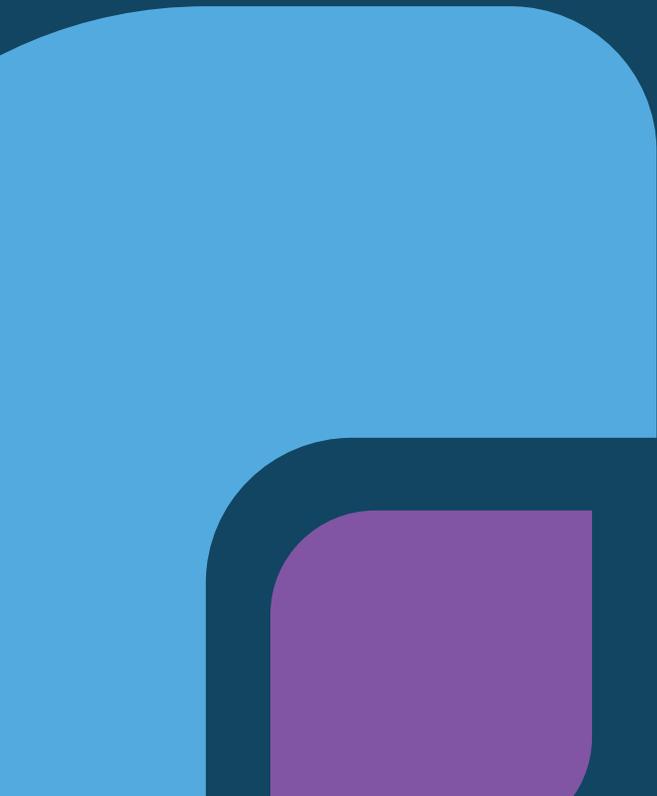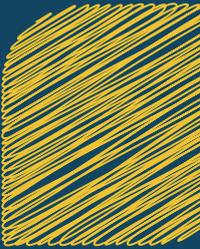
Introduction to Pulse Surveys

Employees and the way teams perform are key to the success of businesses. According to a Gallup study, companies with highly engaged employees outperform those who don't by 202%!

In recent years, pulse surveys have grown in increasing popularity as a simple yet effective way to support this. Why? They are proven to help the two-way communication that is crucial to creating happy, engaged teams.

The flexible and adaptable nature of pulse surveys also means that they can keep pace with the changing needs of your team. Especially important during uncertain or turbulent times.

"

The flexible and adaptable nature of pulse surveys also means that they can keep pace with the changing needs of your team. Especially important during uncertain or turbulent times.

This guide is for those who are looking to improve their pulse surveys or are exploring the idea of introducing them into their business

The questions we'll answer in this guide:

· What is a pulse survey?

· Why have pulse surveys become so popular?

· What is the key to great employee engagement?

· Why should I care about this in my organisation?

· What are 45 of the best pulse questions to ask?

· How can I use pulse surveys to improve my team?

What is a pulse survey?

Pulse surveys are short surveys that can be answered very quickly by employees. They provide on-demand answers that are timely, quick to analyse and easy for you to act-on.

With a focus on simple questions, they're designed to give you fast insights into the health of your organisation.

Organisations around the world are beginning to favour these types of surveys because they can act quickly on the insights. Resulting in changes that are relevant and timely.

Using regular pulse surveys also mean you avoid being lumbered with the large burden of analysis that comes with sending longer, costlier annual surveys.

> *Using regular pulse surveys also mean you avoid being lumbered with the large burden of analysis that comes with sending longer, costlier annual surveys.*

Stribe's pulse survey software gives businesses the ability to gain quick, actionable insights from fully customisable single-question surveys that are sent directly to employees. Find out more at **stribehq.com**

Why have pulse surveys become so popular?

Moving from traditional, long-form surveys can seem like more hassle than it's worth. However, the benefits of pulse surveys far outweigh any disruption caused by changing your processes. This goes some way to explaining why pulse surveys have risen in popularity in recent years.

Benefits to pulse surveys include:

High response rates – the convenience of pulse surveys for employees means their response rates are often over 85%. Whereas, traditional internal surveys have a response rate of 30% - 40%.

Fast turnaround – the simplicity of pulse surveys lends themselves to fast turnaround times. Even if you still have to get approval from upper management.

Provides a safe space – pulse survey providers such as Stribe create anonymity for employees. This provides a safe space and encourages a more accurate response.

Fast completion – pulse surveys are fast for employees to complete which means you don't need to wait long for your results. Stribe's pulses can be completed within your inbox!

Quick resolutions to problems – Pulse surveys allow you to identify and fix problems as they arise, rather than letting them build up over a traditional annual survey cycle. This makes for happier employees!

What is the key to employee engagement?

To create change you should be looking at the whole team by making improvements in the way your group of employees think, feel and work. Doing this will create measurable enhancements in productivity, profit and sales.

Involving employees in this process will always result in a stronger team. Establishing processes where employees feel their input is valued will create a better employee engagement strategy that will ensure lasting change for your organisation's performance. But this doesn't go far enough. To truly improve employee engagement we must also understand its interaction with human motivation.

Psychologist Abraham Maslow proposed 'Maslow's Hierarchy of Needs' in a 1943 paper exploring human motivation. Maslow believed that human motivation is the result of attempting to fulfil five basic needs: Survival, Safety, Belonging, Self-Esteem, and Growth (see image below). The idea is that basic needs must be met first, and when they are met, individuals become more concerned and motivated to reach the higher-level needs.
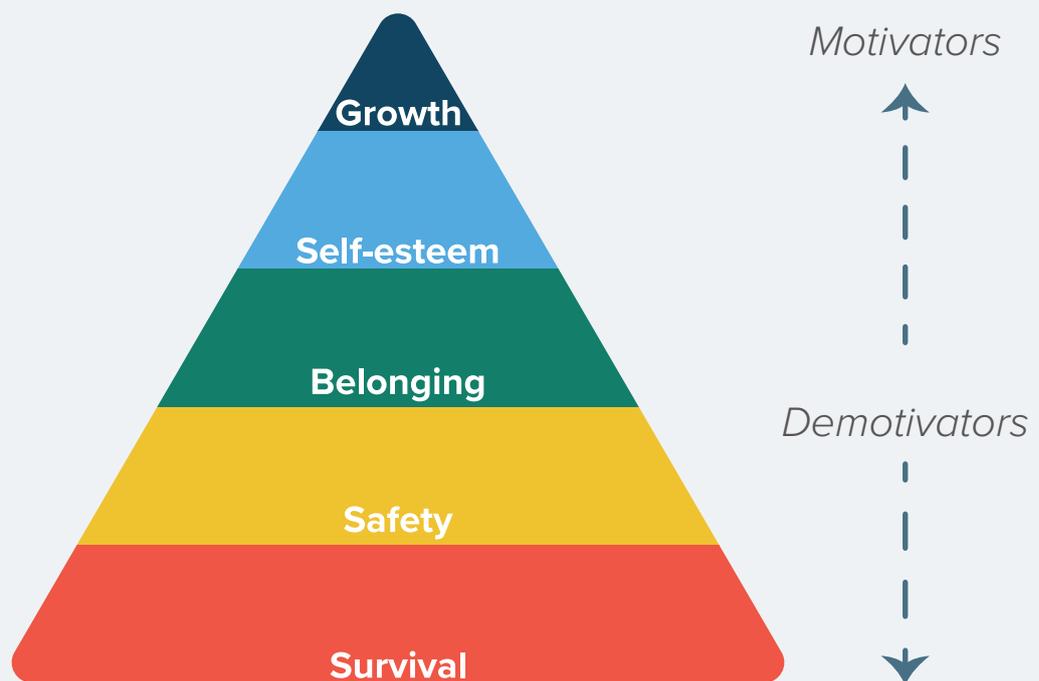
Maslow's Hierarchy of Needs provides the perfect framework for organisation's who are looking to begin — or improve on — their employee engagement journey.

Why should I care about Maslow's Hierarchy of Needs?

Maslow's Hierarchy of Needs theory can seem too theoretical to apply to real-life.

However, at a basic level, the idea of the theory is that your employees' needs are constantly changing. And as one need it met, they desire other needs. The beauty of the system is that it provides a structure to work towards that is easily adaptable to your own organisation. The results have been proven in businesses time and time again.

A 2002 study by Harter et al. found that employee engagement (defined as an individual's involvement and satisfaction with their work) had a direct relationship with business outcomes. Their research showed that as employee engagement improved so did customer satisfaction, productivity and profit. In addition, both employee turnover and workplace accidents decreased.

Viewing Maslow's theory in the context of employee engagement gives a clearer picture of how pulse surveys can give incredible insights into exactly where you need to improve.

> " *Viewing Maslow's theory in the context of employee engagement gives a clearer picture of how pulse surveys can give incredible insights into exactly where you need to improve.*

Each level of the hierarchy illustrates the different level of needs that influence employee engagement, from basic 'Survival' needs at the bottom to 'Growth' at the top. By structuring your pulse surveys to reflect these levels you can begin to understand where your gaps are. This makes it easier to make informed decisions about how to improve your employee engagement strategy.

What are 45 of the best employee pulse questions to ask?

To be able to get actionable and constructive feedback you need to start by asking the right questions. Doing this will make it easier for you to implement changes within your business.

Sending and analysing your questions in-line with Maslow's Hierarchy of Needs will help you understand where you have gaps. Understanding these will help you make informed decisions about your employee engagement strategy.

Survival

These questions will give you insights into whether employees feel they have a safe work environment, if they have the right tools to do their job, and if their managers fulfil their basic psychological needs. Scoring low in this area indicates that employees do not have the basic requirements needed for engagement.

Q.   I have the right tools and resources needed to do my job well
Q.   My line manager keeps me informed
Q.   I am rewarded fairly in view of my level of expertise
Q.   When I need a break my workplace has areas that allow me to feel calm and relaxed
Q.   My physical environment helps me complete my job successfully

Safety

This question set will give you an idea of how your employees feel in relation to their employment, the resources they have to do their job, and their health and wellbeing. Important factors that will influence these scores are whether employees feel they are treated with respect, feel empowered to take risks, and like their manager and the team they operate in. Scoring well in this area will give you an indication that you are on the right path to good employee engagement.

Q.   I feel my organisation keeps me safe
Q.   I feel my organisation cares about my wellbeing
Q.   I feel I am fairly treated here
Q.   My work environment is free from bullying and harassment
Q.   I am given the freedom to do my job in the way that I choose to
Q.   My manager supports me to be successful in my role
Q.   When I ask my line manager for help, they can devote the time to help me.
Q.   I feel listened to when I suggest ideas or opinions
Q.   I try to help others in this organisation whenever I can

Belonging

Questions related to belonging give you an idea of the sense of community and 'being part of something bigger' that employees feel in relation to their employment. Colleague relationships, friendships and a sense of connection come into play at this level. Good scores for these questions will indicate that employees are mostly engaged, but there could be room for improvement. These employees are proud to work for your organisation but wouldn't shout it from the rooftops at this stage.

Q.   I feel that I belong in my team
Q.   I feel that I belong in the company
Q.   I can count on my teammates when I feel I need help
Q.   I enjoy contributing towards the organisation's goals and objectives
Q.   I find that my values and the organisation's are very similar
Q.   I get enough feedback to understand if I'm doing my job well
Q.   My workload this week has been manageable
Q.   I see myself still working at this company in two years' time

Self-Esteem

These questions will give you an idea of whether your employees feel that they are a vital part of the business, if they're high achievers, and whether they enjoy being busy (but not stretched) and if they have strong feelings of accomplishment and recognition. Scoring well here indicates a good level of employee engagement.

Q.   I get the opportunity to develop new and better ways of doing my job
Q.   I enjoy keeping up to date with developments in my field of work
Q.   I would be happy for my friends and family to use my company's products/services
Q.   I feel valued by my line-manager
Q.   I am given regular feedback on my performance by my line-manager
Q.   I rarely think about looking for a job at another company
Q.   I have access to learning and development opportunities that allowed me to grow professionally

Growth

These questions will indicate whether your employees are motivated to be creative, can see the bigger picture and support others to be their best. Typically they love being employed by you,

believe you help them to achieve their full potential and will 'go the extra mile'. Scoring highly for these questions indicates a high level of employee wellbeing.

Q.   I would recommend this company as a great place to work
Q.   The leaders of this company communicate a vision that motivates me
Q.   My role pushes me to develop my skill set
Q.   I am proud to work for this company
Q.   This company motivates me to perform above and beyond in my role
Q.   I volunteer to do things outside of my job that contribute to my organisation's objectives

Covid-19 Question Set

The questions below will help guide the development of your people strategy in relation to Covid-19. They will help you monitor the health and wellbeing of your employees whilst you work from home and as work returns to a 'new normal' in the office.

Q.   My manager makes an effort to keep in touch with me whilst I am working from home
Q.   I feel ready to return to the office
Q.   I feel pressure to return to the office
Q.   I am able to maintain a work-life balance working from home
Q.   How comfortable do you feel about commuting to the office?
Q.   What would your ideal working arrangements be until restrictions are fully lifted?
A.   Working from Home Full-time, Office-based 1 – 2 days, Office-based 3 -4 days, Office-based Full-time
Q.   I trust my employer to implement safe on-site working policies within Covid-19 safety requirements.
Q.   I feel safe in my place of work
Q.   Social distancing measures are being followed in my place of work
Q.   I feel anxious when I think about working from the office

How can I use pulse surveys to improve my team?

Planning is the key to success with pulse surveys. Start small, and plan for every answer so that you know you can create change based on the feedback from your employees. If employees don't see change based on their answers survey engagement rates will suffer. The steps below will ensure you launch pulse surveys with success.

1   Identify a pulse survey 'owner'
Having an owner will guarantee that your pulse survey moves from an idea to completion. The owner needs to have an interest in employee surveys, and also have the power to make changes based on the pulse survey feedback.

2   Audit your systems
Ensure your employee communication systems are up to scratch so that you can close the feedback loop with your employees when the pulse survey ends.

3   Make a plan
Creating a pulse survey plan that defines who, what, when, where and how will help guide your efforts. At Stribe we work with our customers to guarantee their pulse survey campaigns are sent without a hitch.

4   Agree a pre-pulse communication plan
How you introduce your pulse survey will have a strong impact on the response rate. Shape your messaging to align with your employees' needs. Think about the internal communication channels you need to use company-wide email, stand-ups, Slack and line-management networks. Focus on communicating how employee responses will shape company goals, bring managers on-board to boost response rates from their teams.

5   Click Send!
As soon as you have an owner, you know how you'll close the feedback loop and you have a communication plan agreed you're ready to send your pulse campaign!

6   Review your results and decide on your action
Once your survey has finished bring key stakeholders together to discuss the results and the actions your organisation needs to take as a result. Create a plan of action based on the discussion.

7.   Communicate the actions with your employees
Employees will want to know how you're changing based on their feedback. Sharing the full pulse results and what action you're taking will help them feel heard. Encourage employees to

feed back on your communications so that you can learn how to make the process more effective for them in the future.

At Stribe we believe that making it easier for businesses to listen to their teams will create happier, more engaged teams that enhance the performance of their business.

Our software makes it simpler to do this. Find out more today at **stribehq.com.**