



Top Trends in Employee Surveys: Navigating Today's Changing Landscape

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The Presenters



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We need to survey more about engagement

Great! Let's do it.

Why, by the way?

We need to know if employees feel safe

Um....

We should send daily pulses.

Great! Let's do it.

Why, by the way?

Managers are busy figuring out WFH.

Um....

“Work Will Never Be The Same”

How to navigate the
changing landscape of
a “new normal”?

To be strategic is to be unique



The more your approach is strategic, the more it will need to be unique.

Implication: Off-the-Shelf approaches are not strategic and do not provide a competitive advantage.

2

Holistic programs are more valuable than the sum of their parts

Focused initiatives that come together in an integrated, holistic strategy enable more valuable insights than a singular, event based 'catch all'.



Advice: Consider the questions your program is tasked with addressing, and how integrations of data can answer them.

Use integrations to reduce effort rather than add arbitrary responsibility.

3

The precious commodity is attention, not data



“What gets measured gets done” is out of date for an information-saturated workplace.

The rare commodity is not data, but attention.

Implication: Design for capturing attention and nudging/compelling action, not for pushing data

4

Machines don't replicate people. They use different skills, at scale.

*Reality: Technology is smarter than ever.
Make smart choices to use it to enhance
what's possible, not replicate it.*



5

Tell the story

Connections should tell story not just of employee perspectives...

... but of unique organizational challenges



We need weekly sampled pulses.

Great! Let's do it.

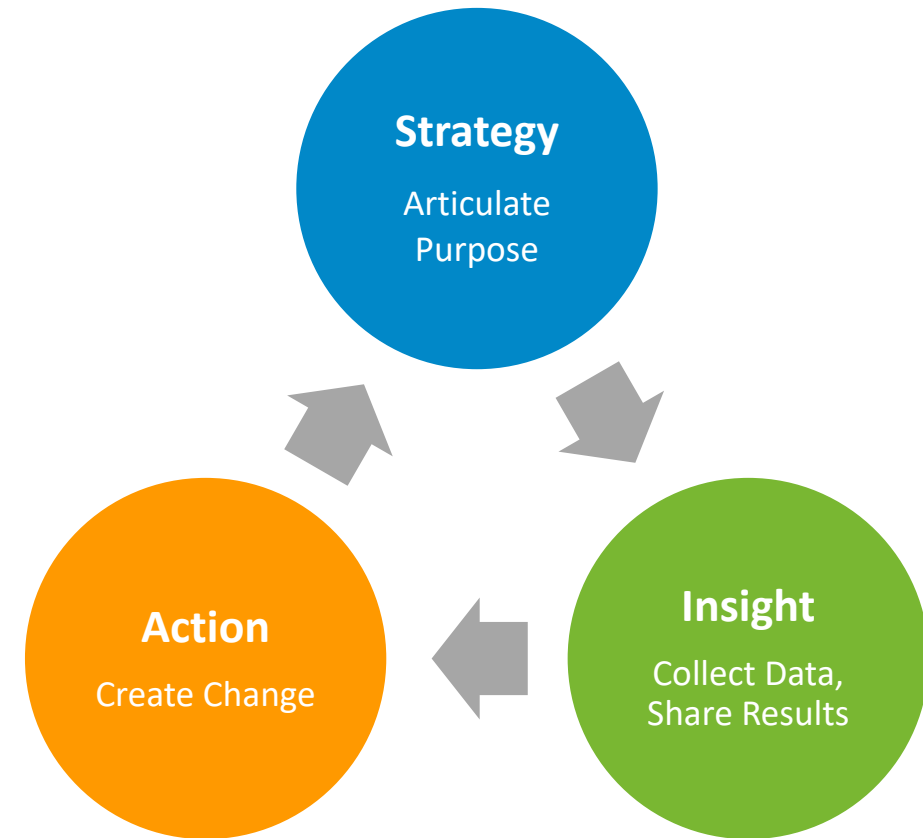
Why, by the way?

We need to understand how the workforce is adapting to the new reality and figure out what they need to be effective.

When can we start!

Advice as the chaos continues

- ✓ Sharp focus on **purpose**
- ✓ Relentless support to **create change**
- ✓ Do not lead with, but attend artfully to the **mechanics of insight**



Old ways to judge quality no longer work



\$78,100,000 (1990)



\$200,000,000 (2015)

Employee Well-Being and Business Resilience Survey

- Free Pulse survey to connect organizations and employees during these challenging times
- Available in 13 languages
- Helps leadership understand what specific challenges their employees are facing, whether they have what they need to work effectively while operating remotely, and if critical messages are getting through
- This survey, which will always be free, will be updated and adapted to take the pulse of your employees as this global pandemic and quarantine evolves



Connecting Employees and Organizations

At OrgVitality, we are experts in designing projects that are linked to **strategy**, generate useful **insight**, and drive positive **action**. Now, more than ever, organizations need to listen to and learn from their employees.

We can help.



Surveys

- Strategic Employee Surveys
- Pulse/Continuous Listening
- Lifecycle
- 180 and 360 assessments
- Internal Customer Experience

AI-Driven Action Tools

- Action Prioritization
- Nudges
- Comment Analysis

