The Complete Guide to Greater Employee Engagement

Getting started with TINYpulse

TINYpulse®
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Congratulations, you've taken the first step toward improving employee engagement at your company.

Join us as we dive into how to build a culture where your people flourish with The Complete Guide to Greater Employee Engagement, brought to you by TINYpulse.

Improving employee engagement can take many different forms, but if you're starting from scratch or are looking to improve what you've started, this guide is for you!

Step 1
Document your goals of what success looks like for your company

Step 2
Create a foundational survey using the TINYpulse engagement survey

Step 3
Define your Pulse strategy

Step 4
Create your follow-through plan

Step 5
Roll-out with excitement

Step 6
Monitor and improve over time

Step One – Document your goals

To get started, you need to know where you're headed and why. To determine your goals for employee engagement, consider the metrics you want to improve in your organization and ensure these targets align with business objectives by communicating them to your leadership team.

Lack of leadership buy–in is the #1 impediment to better employee engagement.[2]

At TINYpulse, we define employee engagement as:
The extent to which one is emotionally, cognitively, and behaviorally invested in their work.

Improving employee engagement has been shown to increase profitability, improve retention, and attract higher-quality employees.

Organizations that score higher on employee engagement...

Are **23%** more profitable.[1]

Experience **43%** less turnover for low-turnover organizations.[1]

It's important to understand the current climate at your organization and where you need to focus your efforts to move the needle in the right direction. For example, you might consider the following questions to help you define more specific goals:

- Do we have strong communication between managers and their teams?

- How transparent is the leadership team with the rest of the organization?

- Do we regularly recognize employees who have done a good job at work?

- Do new employees tend to become permanent members of our team, or does "revolving door" more accurately describe our ability to retain staff, meaning our employees are not having a good experience at work?

- Do we have a diverse, equitable and inclusive work environment?

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[1] *Gallup. (2020). Gallup Q12 Meta-analysis:10th Edition*
[2] *Quantum Workplace. (2021). State of Employee Feedback*

When leveraging an employee engagement tool like TINYpulse, you need collaboration and buy-in from executives to ensure maximum effectiveness. It's essential to review your engagement goals with leadership and justify the value of putting this effort into improving engagement. Discuss how you'll be using the data and its relation to their bottom line. Employee engagement starts at the top and sets the tone for everyone else. When leadership openly supports engagement efforts, employees will feel that participating in surveys can make a tangible difference.

Physically writing down what you want to achieve can assist in reaching your organizational goals for employee engagement, so TINYpulse has a worksheet that makes this easy.

DOWNLOAD THE WORKSHEET ▶

As you read through this guide, feel free to follow along with the worksheet. Not only does this keep you consistently aligned with your goals, but it can also be a good way of demonstrating to executives the value of your employee engagement efforts.

Step Two – Create your initial engagement survey

TINYpulse offers dozens of templates and a huge library of science-backed questions that you can customize to fit the needs of your organization. It also allows you to create your own surveys and track the answers to those questions over time. While all of these are essential in your TINYpulse journey, it's important to establish a foundation. To do this, we recommend you conduct our **ENGAGEMENT SURVEY** as your first step.

Knowing where you're starting from is vital to measuring improvement as you work with TINYpulse over time. Designed as a diagnostic tool, the Engagement Survey establishes a baseline for your organization. Because of this, this survey should be where you start your journey with TINYpulse and can act as an annual survey each year thereafter.

The Engagement Survey consists of 20 questions, divided into two sections:

5 Outcome Questions

These questions use our definition of employee engagement to gauge the emotional, cognitive and behavioral degree to which participants are engaged with their work. Survey-takers give each question a score between 1 and 5, and these answers are averaged across the organization to form an Engagement Index score. The Engagement Index score can range from 1 to 5 and represents your organization's overall engagement level.

15 Key Driver Questions

This section includes questions that predict the most important engagement factors to prioritize by targeting the key drivers of engagement and culture in your workplace. There are seven drivers measured based on the following themes:

- Communication
- Effective management
- Personal resources
- Empowered work environment
- Benefits and pay satisfaction
- Growth and development
- Health and wellness

Once you have your results back from the Engagement Survey, you will have plenty of data to drive your next steps. TINYpulse's Key Driver Analysis (KDA) is enabled for this survey, which means you will learn:

- **Which key drivers to prioritize for improved employee engagement**
- **Insights into how to improve your Engagement Index score**
- **What you are doing well**

The KDA can also help you choose your next survey or provide guidance for creating your own. We have survey templates ready to go on a wide variety of topics, including:

- Diversity, Equity & Inclusion
- Benefits Satisfaction
- Health & Wellness
- And more!

Check out the TINYpulse content library to browse all of the template options, plus a bank of 400+ survey questions developed by our People Science team that you can use to create your own research-backed survey.

LEARN HOW TO CREATE CUSTOM SURVEYS ▶

Step Three – Define your pulse strategy

TINYpulse has "pulse" in the title for a reason.

Pulsing surveys to employees on a regular basis is a key part of improving engagement because it provides a consistent line of communication throughout the organization. TINYpulse makes it easy with Progress Plans that pulse the same short survey regularly and track employee responses so you can see trends over time. This helps you identify whether you are making progress on your goals and pinpoint areas that need improvement.

"One question a week, and over time, having that trend has really made it easy for us to take a picture and get a snapshot image of what engagement looks like for the company."

Kacie Alexander, Employee Engagement Manager
at 1st Financial Federal Credit Union

TINYpulse offers Progress Plan templates designed to help with different issues, but you can also create and save your own questions or select science-backed questions from our Content Library to build a survey that is customized to your organization. The Content Library even tracks data for each question and survey, such as the participation rate and how often it is used.

If you are using the worksheet we mentioned at the beginning of this guide, be sure to fill out the Progress Plan segment, which will help you choose a plan that corresponds to both your goals and your diagnostic Engagement Survey results.

Creating a Progress Plan has four parts:

1. The "What"

This should identify what you seek to accomplish and tie back into the goals you set in Step One. We recommend that you review the Priorities outlined by your diagnostic Engagement Survey and focus on those that clearly advance at least one of your organization's top-level goals.

2. The "Why"

This is a more in-depth description of the goal of the Progress Plan and why you want to accomplish it. Think about which actions you will take to positively affect the answers of your pulse survey and the benefits it will have for your organization[*].

3. The "When"

This defines the timeline of your Progress Plan, including when it starts, how frequently surveys are pulsed, and the duration of the plan. This can be changed or paused at any time, but pulsing with regular cadence will most effectively keep employees engaged.

4. The "Who"

This is where you choose both the level of confidentiality for your surveys (anonymous, confidential, or visible), as well as who at your company will participate in this plan. For example, you might choose to target a certain department or demographic at your company if the Heatmap shows that group scoring lower on a particular topic than the rest of the organization to dive deeper and understand what's going wrong.

LEARN MORE ABOUT HOW TO CREATE A PROGRESS PLAN ▶

Step Four – Determine your follow–through strategy

After creating a Progress Plan, it's time to put that TINYpulse data to work. Surveys on their own can't improve employee engagement—the key is how you use the results to create meaningful changes. Asking employees for feedback but never acting on that feedback can do more harm than good.

What impact does acting on survey feedback have on employee engagement?

20% ▲
INCREASE
in engagement post-survey when the feedback **is followed up with action.**

?

3% ▼
DECREASE
in engagement post-survey when the feedback **is NOT followed up with action.**

By asking for employee feedback, you need to be prepared to act on it. Ask yourself the following questions:

1. How are you demonstrating to employees that their feedback has been heard and actions are being taken to implement it?

2. If you've given a survey in the past, did you implement any solutions based on the feedback you received? If so, how was the success or failure of these solutions tracked?

TINYpulse can help with creating an action plan and tracking your progress toward your goals. Suggested actions, included in your KDA results, provide research-backed recommendations for managers and employees to act as helpful next steps toward reaching organization-wide engagement goals.

TINYpulse Coach is another valuable tool for staying on top of goals and implementing feedback in a way employees can see. Coach helps managers optimize one-on-ones with employees by sending out a survey beforehand and creating a meeting agenda based on the results, eliminating time wasted on topics that don't need to be discussed. Coach's Goals feature helps to clarify each employee's connection to organization-wide goals and document progress, while the 360 Feedback feature allows managers to ask for feedback from anyone at any time to continuously improve their performance.

Step Five – Roll-out with excitement

It's finally time to present your employee engagement plan to your organization, and that means you need to have an all-company meeting. Remember, the way you present your plan from the beginning can have a big impact on how well it is received by staff. Here are a few things to keep in mind:

1. Give an overview of employee engagement and why it matters

Employees need to know why their engagement is important and the positive difference it can make for their day-to-day.

2. Communicate goals and how you will use survey data

It's hard for employees to be on board unless they understand the end goal. Let them in on the desired final outcome and make sure employees know you will be asking them to complete surveys and intend to take action on the results to improve the workplace.

3. Establish participation expectations

Employees understand the goals of this plan and know how they are expected to participate. Although the importance of completing the surveys themselves should be communicated, another great way to keep your employees in the loop about actions being taken is to assign ownership for the progression of each goal your organization is working on. This can help keep employees engaged and aware of the steps being taken to improve the work environment.

OUR WORKSHEET CAN HELP WITH THIS PROCESS ▶

4. Discuss your follow-through strategy

Talk to employees about how you will check in with them throughout the process. Let them know about Suggestions, your TINYpulse suggestion box, so that they can give feedback at will.

5. Announce your timeline

Employees should be told when your engagement plan will launch, as well as how often they will receive surveys to fill out and how long they will have to do so. This is an excellent time to let them know about TINYpulse's many options when it comes to filling out surveys (desktop or mobile app, email, Slack, etc.).

**AN EMPLOYEE'S GUIDE TO RESPONDING TO TINYPULSE SURVEYS ▶**

6. Encourage and celebrate recognition

TINYpulse's Cheers For Peers encourages peer recognition for team-building, and employees should be encouraged to use it to appreciate other team members. It also can't hurt to mention any potential rewards for a job well done, such as TINYgiftcards, to solidify the value of celebrating their co-workers.

Step Six – Monitor and improve over time

Everything is in place, so now you just need to make sure you track your results and follow up on anything that isn't going how you intended.

Your TINYpulse Admin Dashboard will be your source of truth when it comes to an overview of engagement at your company. Your dashboard will have a top-level view of employee feedback, show who is sending and receiving recognition on Cheers for Peers, show any Suggestions submitted by employees, and see any developing trends within your survey results.
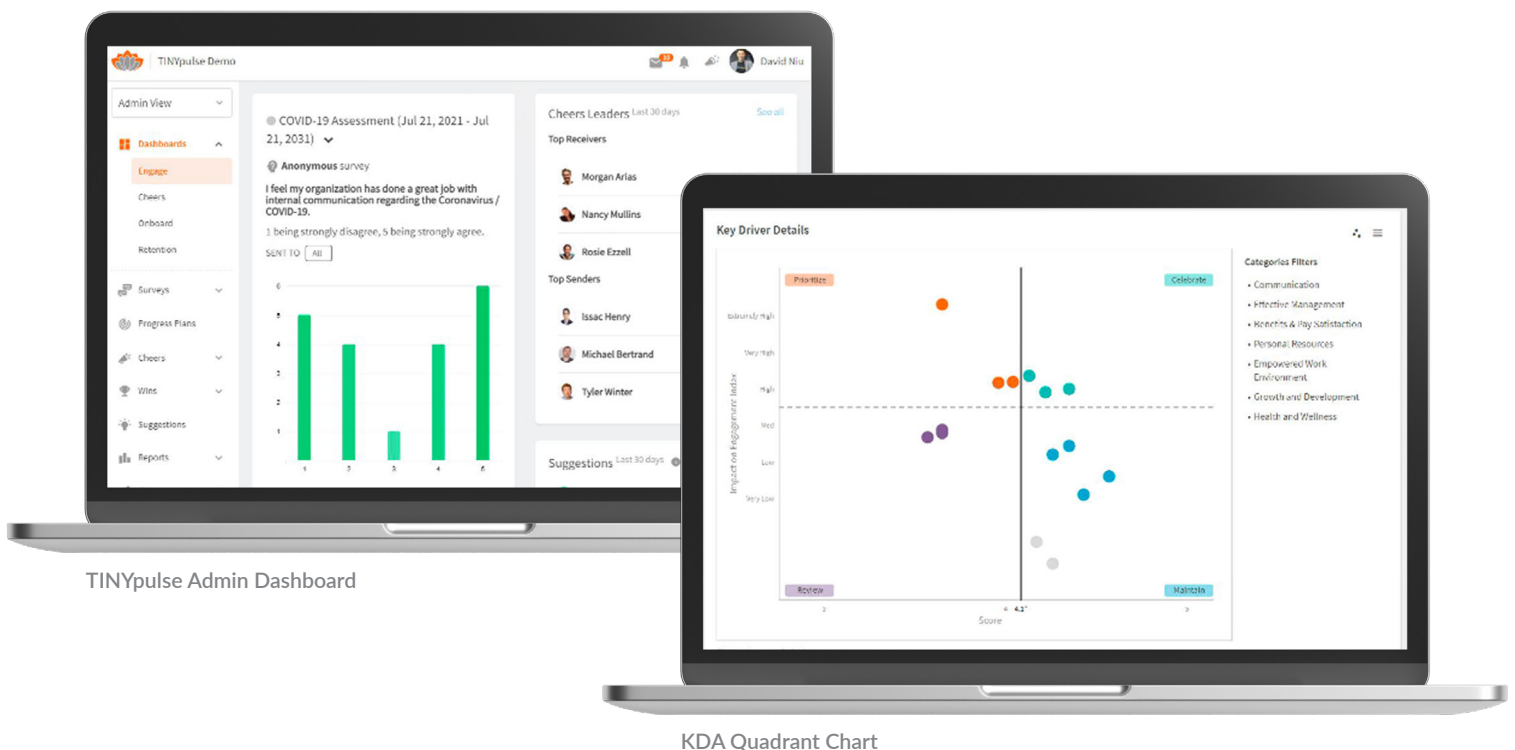
TINYpulse Admin Dashboard

KDA Quadrant Chart

Another important component to leverage is your KDA Quadrant Chart, which is where you will see the priorities determined by your KDA represented by dots in the upper left-hand corner. If your engagement strategy is working, you should see those dots move from the priority quadrant into the celebrate quadrant. This signifies that these issues have been sufficiently addressed and now have a high score. However, there may be new dots that appear in the priority quadrant over time, and it's important to be vigilant with this chart so you can be on top of adjusting your organization's goals and actions accordingly.

We've got your back.

At TINYpulse, our priority is to help you communicate, identify, and improve employee engagement at your organization. Part of ensuring that success is being available to help you with anything you need to see employee engagement flourish with the platform. Please contact your dedicated Customer Success Manager for further assistance.

ANYTIME FITNESS — DREAMWORKS — experian. — indeed — Microsoft — Unilever

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