EMPLOYEE LISTENING STRATEGY

Sheetal Nair

Head of Culture and Employee Engagement

Creating A Holistic Listening Strategy

ENHANCES ENGAGEMENT
When employees feel their voices are heard, they become more invested in the company's success and motivated to contribute.

DRIVES CONTINUOUS IMPROVEMENT
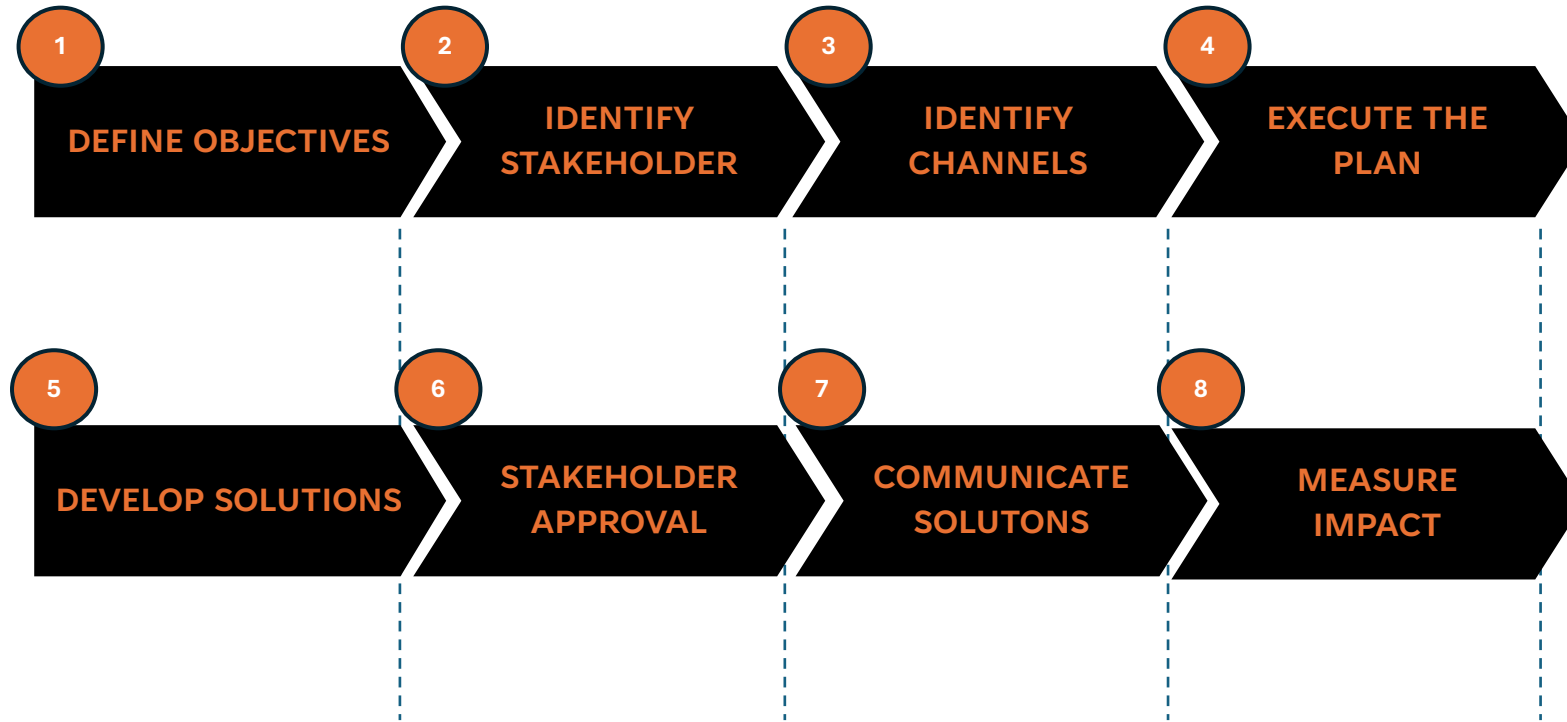Employee feedback provides valuable insights that can drive positive change within the organization.

FOSTERS TRUST AND TRANSPARENCY
Actively seeking and responding to employee feedback builds trust between management and employees.

IMPROVES RETENTION
Employees who feel listened to and valued are more likely to remain with the company, reducing costly turnover.

Key Phases of a Listening Strategy

1	2	3	4
DEFINE OBJECTIVES	IDENTIFY STAKEHOLDER	IDENTIFY CHANNELS	EXECUTE THE PLAN

5	6	7	8
DEVELOP SOLUTIONS	STAKEHOLDER APPROVAL	COMMUNICATE SOLUTONS	MEASURE IMPACT

STAKEHOLDER ENGAGEMENT IS CRITICAL FOR SUCCESS

Identifying Listening Channels

- **Recruitment Survey**
- **Focus Groups**
- **Meet the Leaders**
- **Pulse Survey**
- **Skip Level Meeting**
- **Stay Interview**
- **Exit Interview**

Designing Effective Surveys

Engagement Survey

Uncover insights that can enhance the employee experience and drive increased productivity, retention, and advocacy.

Pulse Survey

Helps identify issues and gather real-time feedback and respond to evolving needs.

Frequency

Duration

The survey design process should focus on creating clear, concise, and unbiased questions that elicit honest and actionable responses.

Selecting Survey Questions

✓ **Work-Life Balance**
How well does your current work schedule allow you to balance your professional and personal responsibilities?

✗ Are you satisfied with the company?

✓ **Career Development**
What additional training or resources would help you grow and develop in your career?

✗ Don't you think our benefits package is generous?

✓ **Feedback & Recognition**
Do you feel your contributions and achievements are recognized and appreciated by your manager?

✗ Are you happy with our current policies?

Clear Insights
Well-crafted questions provide actionable data to address specific pain points and opportunities.

Organizational Change
Impactful surveys drive positive change by identifying areas for improvement.

Coaching Leaders for Compassionate Listening

AVOID DISTRACTIONS

PRECONCEIVED NOTIONS

LACK OF EMPATHY

FOCUSSED ATTENTION

REFLECTIVE RESPONSES

UNDERSTANDING

Provide formal training and coaching opportunities for senior managers and executives to hone their listening skills. This could include workshops, role-playing exercises, and feedback sessions.

Analyzing Data

QUALITATIVE METHODS such as one-on-one interviews, focus groups, and open-ended comments, allow employees to share their personal perspectives, concerns, and ideas in their own words.

QUANTITATIVE DATA from employee surveys and pulse checks provides valuable insights, incorporating qualitative feedback can add depth and nuance to your understanding of the employee experience.

Trend Analysis and Data Interpretation

METRIC	INTERPRETATION
Employee Net Promoter Score (eNPS)	Measures the likelihood of employees recommending the organization as a great place to work. A high eNPS indicates strong employee engagement and loyalty.
Satisfaction Ratings (Specific Topic)	Assesses overall employee satisfaction across various aspects of the organization, such as work-life balance, career development, and management support.
Pulse Check Trends	Tracks changes in employee sentiment over time, allowing the organization to identify emerging issues and respond proactively.
Open Comments	Provides rich, contextual insights that complement the quantitative data, shedding light on the "why" behind the numbers.

Identifying Themes and Stakeholder Approval

ANALYSE FEEDBACK

PRIORITIZE INSIGHTS

VALIDATE WITH STAKEHOLDERS

Tips To Execute the Plan

- **Quick Wins**
Identify quick wins that can be implemented quickly to demonstrate progress and build momentum.

- **Short-Term Goals**
Establish a set of short-term goals that can be achieved within the next 3-6 months.

- **Long-Term Strategies**
Develop longer-term strategies and initiatives to tackle more complex challenges and drive sustainable.

- **Personalized Approaches**
Customize actions and initiatives to different demographics to ensure relevance and drive maximum impact

- **Assign Responsibilities**
Ensure clear accountability and alignment on roles and responsibilities.

- **Set Milestones**
Establish specific milestones and deadlines for each action item.

- **Monitor and Adjust**
Regularly review the timeline and progress, and be prepared to adjust deadlines to ensure successful implementation

Conclusion

Listening breeds engagement and Productivity soars

Listen to your teams, act on their feedback and watch your Culture thrive.