The Complete Guide To Better Employee Engagement

Getting Started with TINYpulse

WebMD Health Services

TINYpulse
by WebMD
Health Services

Congratulations!

You've taken the first step toward improving employee engagement in your organization.

Whether you're starting from scratch or are looking to build on your existing employee engagement strategy, this guide is for you. The Complete Guide To Better Employee Engagement will guide you through the steps it takes to create a culture where your people flourish.

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STEP 1

Document Your Goals To Engage Leadership

To determine your goals for employee engagement, take stock of the current climate in your organization by asking these questions:

- 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?

- Do new employees tend to stay with our organization or do we experience high turnover?

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

The answers will help you identify gaps and create goals. Next, it's important to communicate these goals to leadership to obtain their buy-in and ensure they align with business objectives. Be prepared to demonstrate the value of investing time and resources in improving employee engagement by highlighting the well-known benefits: increased profitability, improved retention and the ability to attract top talent.

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Remember: Lack of leadership buy-in is the #1 impediment to better employee engagement.

Leaders set the tone for everyone else. When leadership openly supports engagement efforts, employees will feel participating in surveys is worth their time.

What is employee engagement?

At WebMD Health Services, we define employee engagement as the extent to which one is emotionally, cognitively, and behaviorally invested in their work.

Organizations that score higher on employee engagement are

23%
more profitable.[1]

[1] Gallup.com. The Relationship Between Engagement at Work and Organizational Outcomes Q12® Meta-Analysis: 11th Edition.

Higher engagement also means lower turnover:

21%

less turnover for high-turnover organizations (defined as those with more than 40% annualized turnover).

51%

less turnover for low-turnover organizations (defined as those with 40% or lower annualized turnover).[2]

The Link Between Employee Well-Being and Engagement

It's no surprise that organizations that value employee well-being tend to see better employee engagement. Engaged employees who feel valued, listened to, and supported in taking care of themselves have been shown to be happier, healthier and more productive at work.

Therefore, addressing both employee well-being and engagement simultaneously is essential for organizational growth. When both aspects are prioritized, it leads to increased productivity, lower turnover, better collaboration and enhanced customer service.

Organizations that offer TINYpulse, our employee engagement and feedback platform, alongside WebMD ONE, our holistic employee well-being solution, are able to combine both engagement and well-being strategies to create the ultimate workplace culture.

[2] Gallup.com. The Relationship Between Engagement at Work and Organizational Outcomes Q12® Meta-Analysis: 11th Edition.

Communicate Your Engagement Plan

Now it's time to share your employee engagement plan with the organization. We recommend holding an all-company meeting to explain your efforts. Remember, employees' first impressions of the engagement effort are important and can impact how well it is received.

Be sure to:

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 in their day-to-day work experience.

2

Communicate your goals and how you will use survey data.

Explain what you hope to achieve by surveying employees and explaining that you intend to take action on the results. Let them know about *Suggestions*, your TINYpulse suggestion box, so they can give regular feedback throughout the process.

3

Establish participation expectations.

Let employees know how they will be expected to participate. One way to more directly involve employees in the process is to assign an employee ambassador to each engagement goal. Like a well-being champion, this person can be the face of the engagement effort to employees, encourage participation and provide regular progress updates.

4

Share your timeline.

Employees need to know when the engagement plan will launch, how often they will receive surveys, and how long they will have to complete them. Also, let them know about our many options for filling out surveys (desktop or mobile app, email, Slack, Microsoft Teams, etc.).

Encourage and Celebrate Recognition with *Cheers for Peers*

The TINYpulse *Cheers for Peers* tool allows employees to easily recognize and appreciate their peers, and is a great tool to promote while you are sharing your engagement strategy.

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Launch Your Initial Engagement Survey

Designed as a diagnostic tool, the 20-question Engagement Survey establishes a baseline for your organization. Once you conduct the first Engagement Survey, it can then be used as an annual survey each year.

There are two key sections in the Engagement Survey:

1

Outcome Questions

This section applies our definition of employee engagement to assess the emotional, cognitive, and behavioral aspects of how respondents engage with their work. Results of the *Outcome* section form an Engagement Index Score, representing your organization's overall employee engagement level.

2

Key Drivers

This section unpacks the seven key drivers of engagement and culture in your workplace:

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

The results of this section inform the TINYpulse *Key Driver Analysis (KDA)*, which will help you:

- Recognize what you are doing well.

- Identify key drivers to prioritize for improving employee engagement. Results are shown in the *KDA* Quadrant chart which, over time, reveal how you are progressing toward each of the priorities identified.

- Gain insights on how to enhance your Engagement Index Score.

TINYpulse offers a collection of science-backed questions and templates you can customize to fit the needs of your organization.

The collection allows you to create your own surveys and track the answers to those questions over time. Choose from surveys on:

- Diversity, equity and inclusion;

- Benefits satisfaction;

- Health and well-being;

- And more!

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Create a Follow-Up Strategy

Surveys on their own won't improve employee engagement—the key is how you use the data and results to create meaningful change.

To formulate your follow-up plan, ask the following questions:

- With past surveys, did we implement any solutions based on the feedback we received? If so, how did we track the success or failure of these solutions?

- At the conclusion of our next survey, how will we demonstrate to employees that their feedback is important to us? How will we show their feedback has been heard and we are taking action?

TINYpulse can help you create an action plan to reach organization-wide engagement goals and track progress toward your goals.

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

Organizations that ask employees for feedback and take genuine action on their input can see increased employee engagement. Studies have found that:

- Business units whose managers were responsive to employee feedback experienced about **30% less attrition.**

- Employees who believed that managers take action on their input exhibited a **24% increase in speaking up** in the organization.[3]

[3] Harvard Business Review. Turn Feedback Into Action. December 2024.

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Monitor and Improve Over Time

At the conclusion of the Engagement Survey, it's time to track results and follow up on areas that are cause for concern.

The TINYpulse *Admin Dashboard*

The Dashboard is your source of truth when it comes to engagement. The *Admin Dashboard* features a top-level view of employee feedback, shows who is sending and receiving recognition on *Cheers for Peers*, lets you view any suggestions submitted by employees, and shows developing trends.

The *KDA* Quadrant Chart

'Priorities' are 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 shows that the actions you are taking in response to the priorities identified in the engagement strategy are having an effect, and are reflected in the high score. Over time, you may see new dots in the priority quadrant. It's important to keep checking this chart so you can adjust goals and actions accordingly.
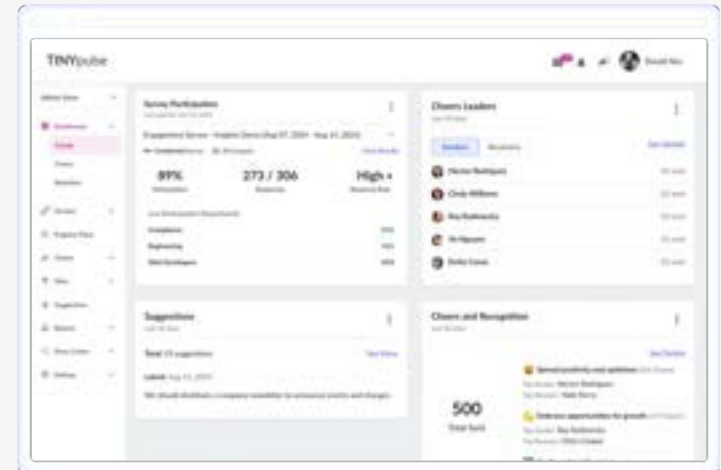
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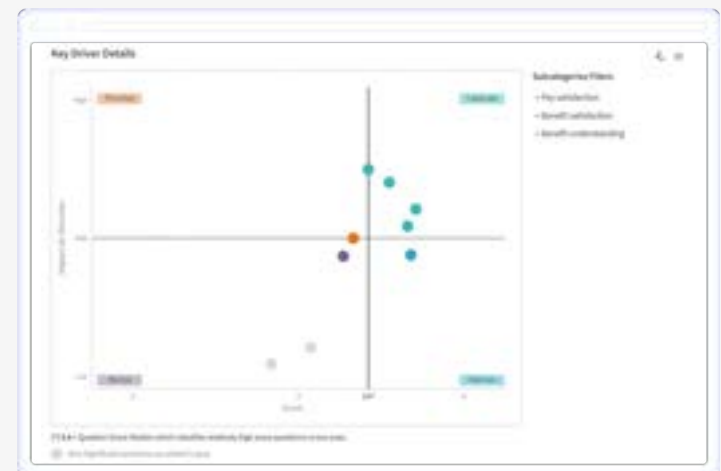
KDA Quadrant Chart

Define Your Ongoing Pulse Strategy

Regular pulse surveys are a key aspect of improving engagement. By asking the same questions at regular intervals you can see how and when answers change. With the help of our Progress Plan templates, you can track your improvement on a particular topic or focus area by consistently repeating a survey to trend the survey results.

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
1st Financial Federal Credit Union

TINYpulse is here to help.

With TINYpulse, WebMD Health Services is committed to helping you understand the state of employee engagement in your organization, effectively communicate with employees about engagement, and develop an action plan to improve engagement over time.

To learn more, contact our employee engagement experts.

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