

Weekly10



WEEKLY10 CUSTOMER BEST PRACTICE GUIDE

A guide to 10Pulse

Understand employee engagement like never before with your AI-driven engagement tool, 10Pulse.

So, what's 10Pulse?

10Pulse is our employee engagement model based on extensive research, the science behind great engagement, and lots (*and we really do mean lots*) of testing.

It's a tool built by our in-house People Science team to give you a clear picture of how engaged your people, teams, and departments feel.

It uses our AI-driven sentiment analysis tools with in-platform algorithms to turn your employee feedback and usage data into a simple engagement score we call 10Pulse.

This breaks down further to give you individual scores for the 5 key pillars of engagement:

1. Feeling valued
2. Job satisfaction
3. Pride
4. Discretionary effort
5. Employee advocacy

These deeper insights show HR and leadership where their engagement strengths and weaknesses lie. Working with our People Science and Customer Success teams you can then plan strategies to improve your staff engagement.

All this from a 10-minute employee check-in.



5 pillars of employee engagement

01

Feeling valued

Your people feel their role and contribution is important to the organisation. This helps increase their sense of self-worth and self-esteem.

A key driver of engagement is employee visibility. When people in a business feel not just seen, but heard too, they're likely to form closer ties to their work, leading to positive gains in engagement.

02

Job satisfaction

The level of contentment employees feel with their job. This goes beyond their daily duties to cover satisfaction with other colleagues and managers, satisfaction with organisational policies, and the impact of their job on employees personal lives.

It may sound like common sense, but where job satisfaction goes, engagement tends to follow. If your people get meaning and purpose from their jobs and are happy in them, they more than likely will be engaged at work.

03

Pride

The sense that an employee is proud of the work they and the organisation does. This spans across both their role and the impression they have about the wider company.

04

Discretionary effort

Discretionary effort is often called going the extra mile. It's the difference between what you have to do, and what you want to do in the workplace.

Research shows that highly engaged employees offer up more in terms of their effort and ultimately productivity. As such, higher levels of discretionary effort are a strong indicator of good engagement.

05

Employee advocacy

Simply put, employee advocates defend their companies against criticism and champion their organisation, inside and out - they live and breathe the business values.

When people are engaged at work they're more likely to talk positively about the business. High levels of employee advocacy therefore point to strong levels of engagement.



How 10Pulse works

We're getting into the secret sauce territory here, but let's take a high-level look at how 10Pulse works.


Your 10Pulse score is calculated using the Weekly10 check-in data submitted by your employees.

This includes, but isn't limited to:

- Check-in feedback submitted
- Manager participation
- Sentiment scores
- Recognition sent and reviewed
- Pass-ups from manager
- Platform usage
- Performance metrics

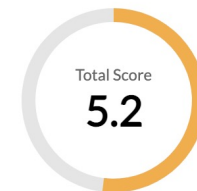
The model provides an overall 10Pulse score between 0-10 for the average engagement level of your organisation. This is determined by the individual scores for each of the 5 pillars of engagement.

A score below 3 would indicate an area of weakness and above 7 an area of significant strength.

 **Top tip:** You can dive deeper into department, team and regional levels of engagement per pillar within our analytics dashboard to pinpoint key areas for improvement.



10Pulse Engagement Score



- Discretionary Effort
- Pride
- Advocacy
- Job Satisfaction
- Feel Valued

10Pulse use cases

10Pulse is built on Amazon's gold-standard machine learning AI platform. This means the algorithms powering your 10Pulse score is tried and tested many millions of times, and trusted by the leading tech companies in the world.

What's more, we've partnered with academic institutions like Bangor University to ensure you're getting an accurate picture of employee engagement each and every time you check out your 10Pulse score.

Here's some use cases for 10Pulse:

- 01 Better understand engagement across your whole company or individual teams
- 02 See which teams are highly engaged and offer learning opportunities
- 03 Unearth engagement pinch points and implement re-engagement strategies
- 04 Replace cumbersome and long-winded Q12 or ad hoc engagement surveys
- 05 Predict high-risk talent attrition and make succession planning more robust



How to use 10Pulse

10Pulse needs a 60% average check-in participation rate to provide an accurate view of the five key areas of employee engagement.

10Pulse helps you to understand where your strengths and weaknesses are at an organisational level but, more importantly, at team and department level too.

Low 10Pulse scores have common underlying themes.

💡 Top tip:

Identify teams or departments that have higher than average scores. Understand what's working well for them and use this best practice to drive higher engagement across the wider business.

Feeling Valued

Managers may be providing little constructive feedback. We often see low scores where managers aren't reviewing check-ins in a timely manner.

Job Satisfaction

Employees are struggling to see their successes, and show declining levels of positivity (sentiment) in their updates.

Pride

Employees are reluctant to share their successes with their manager and their peers.

Discretionary Effort

Employees aren't going the extra mile - this will be indicative from a lack of recognition from managers and peers.

Advocacy

Employees aren't sharing information openly with their managers, or recognising others in the organisation.



Interventions for improving employee engagement

Improving engagement can require a multitude of actions from managers, HR and leadership.

The benefit of 10Pulse is it can help you understand where interventions are likely to make the most impact.

10Pulse is able to give you a separate score for each of the five key elements of great employee engagement.

Using this, you can craft interventions that fix your weaknesses and support your strengths.

The 5 elements of employee engagement are:

- 01 Feeling Valued
- 02 Job Satisfaction
- 03 Pride
- 04 Discretionary Effort
- 05 Advocacy



Help your people to feel valued

It sounds simple, and it is. When your people feel valued, they have a much better chance of becoming engaged with what they do for a living.

And yes, when your people feel valued, there are a tonne of benefits for your company. People tend to work harder for longer and remain loyal when they feel valued at work.

Improving perceptions of value in employees usually focusses on employee visibility, recognition, and manager feedback.

- 01** Encourage managers to use the pass-up function of Weekly10 to share successes up to senior managers and leaders to increase visibility.
- 02** Leadership should take note of any key successes shared and ensure they follow-up with the employee with a thank you or similar.
- 03** Create a culture of recognition amongst your people and share kudos publicly.
- 04** Ask managers to run frequent 1:1 sessions with their people that focus primarily on strengths and development opportunities.



Increasing job satisfaction

If your people aren't getting satisfaction out of their work, then they will eventually leave. Or worse, they stay but be actively disengaged and end up being a drain on your business.

It's vital therefore that your people are doing work that keeps them on their toes, provides meaning and ultimately satisfies them.

Simple interventions for improving satisfaction revolve around frequent feedback, goal-setting and alignment that gives purpose to tasks.

- 01 Managers need to use monthly 1:1s supported by a weekly check-in to gauge how satisfied their people are with work.
- 02 Run goal reviews often to ensure the work your people are doing is relevant, challenging and aligned to their skills or career plan.
- 03 Align tasks and goals to wider organisational objectives to give people purpose and meaning in their day-to-day work.
- 04 Celebrate employee milestones and successes. Where appropriate reward high performers.



Pushing up pride

When employees are proud to work for your company and are proud of the work they are doing within it, they will find becoming engaged at work much easier.

Benefits of having a team full of pride for their work include reduced employee turnover, happier employees, reduced absenteeism and an improvement in work quality.

Pride rounds off the 5 engagement elements. To drive pride in your team, you could try one of these suggestions:

- 01** Share organisational successes publicly and give employees chance to ask questions about them.
- 02** Use the Weekly10 check-in to ask your people to share feedback about their own successes or big wins. Celebrate these when possible.
- 03** Consult with employees on large changes and decisions when it comes to business goals and directions of travel.
- 04** Ensure leadership are visible to all employees with quarterly townhalls or similar.



Driving up discretionary effort

Discretionary effort is often describes as the level of effort a person could give if they wanted to, that goes beyond the minimum expected of them. We typically say it's the "how much work would they do if no one was looking" measure.

However you define it, discretionary effort is a key indicator of employee engagement. Whilst not every engaged staff member will display discretionary effort all the time, you will almost never get any out of a disengaged employee.

So where it exists, we can have confidence some level of engagement is present.

Interventions for improving discretionary effort in your engaged people typically revolve around recognition. Here's some things you can try:

- 01 Encourage employee recognition in the Weekly10 check-in
- 02 Acknowledge the extra effort put in by your people. A simple 'thank you', especially from leadership, goes a long way
- 03 Set up public channels in platforms like Microsoft Teams for sharing recognition activity with everyone.
- 04 Use positive reinforcement strategies to reward staff for extra efforts when applicable.



Improving employee advocacy

The way in which your people talk about you as an employer, business and place to work can have wide-reaching impacts for your company.

Employee advocacy has been linked to improvements in the quality of talent you're able to hire, attracting new business and building levels of trust. And much more!

Employee's will generally only advocate for your company if they are actively engaged when working. Disengaged staff will not be willing to be positive advocates unless there is money in it for them.

Interventions for employee advocacy tend to focus on alignment and improving feedback.

- 01 Set goals openly and align them to organisational objectives
- 02 Encourage employees to complete weekly check-ins and ensure managers respond quickly where required.
- 03 Share successes, new directions and positive stories about the business with your people.
- 04 Create content and opportunities for your people to share good news about the company.



10Pulse best practice

Manager feedback

Nothing kills motivation quicker than sharing feedback and it going unnoticed. Managers need to review and respond to check-in feedback in a timely manner and with specifics.

Link feedback to actions

Linking feedback from Weekly10 to action taken around your company can help make clear the impact employees are having. Coming up with strategies to highlight the tangible benefits of employees sharing their feedback is a great strategy.

Align personal goals to company objectives

If you're using goals or OKRs make sure these are aligned to wider company targets and your people know how their work is impacting company results. Understanding the purpose behind our work is a powerful motivator that deepens engagement.

Recognise successes publicly

Employee recognition and visibility are essential for great engagement. Encourage everyone in your business to share recognition feedback when possible. Managers should be passing-up key successes when they can. Leaders and HR should be responding to recognition and pass-ups accordingly.



Top tip:

If your manager review rates are below 90%, read our Manager Best Practice Guide for key actions.



Top tip:

Read our OKR Best Practice Guide to learn how to set goals that work.



Need more on 10Pulse?

10Pulse is a super useful tool to help you get a better grasp of employee engagement at your company.

If you're interested in knowing more, contact your Customer Success Partner or check out our 10Pulse support pages.

If you're already using 10Pulse but would like any support at all, please reach out.

We're here to help.



For industry insights, head to weekly10.com/resource-hub

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