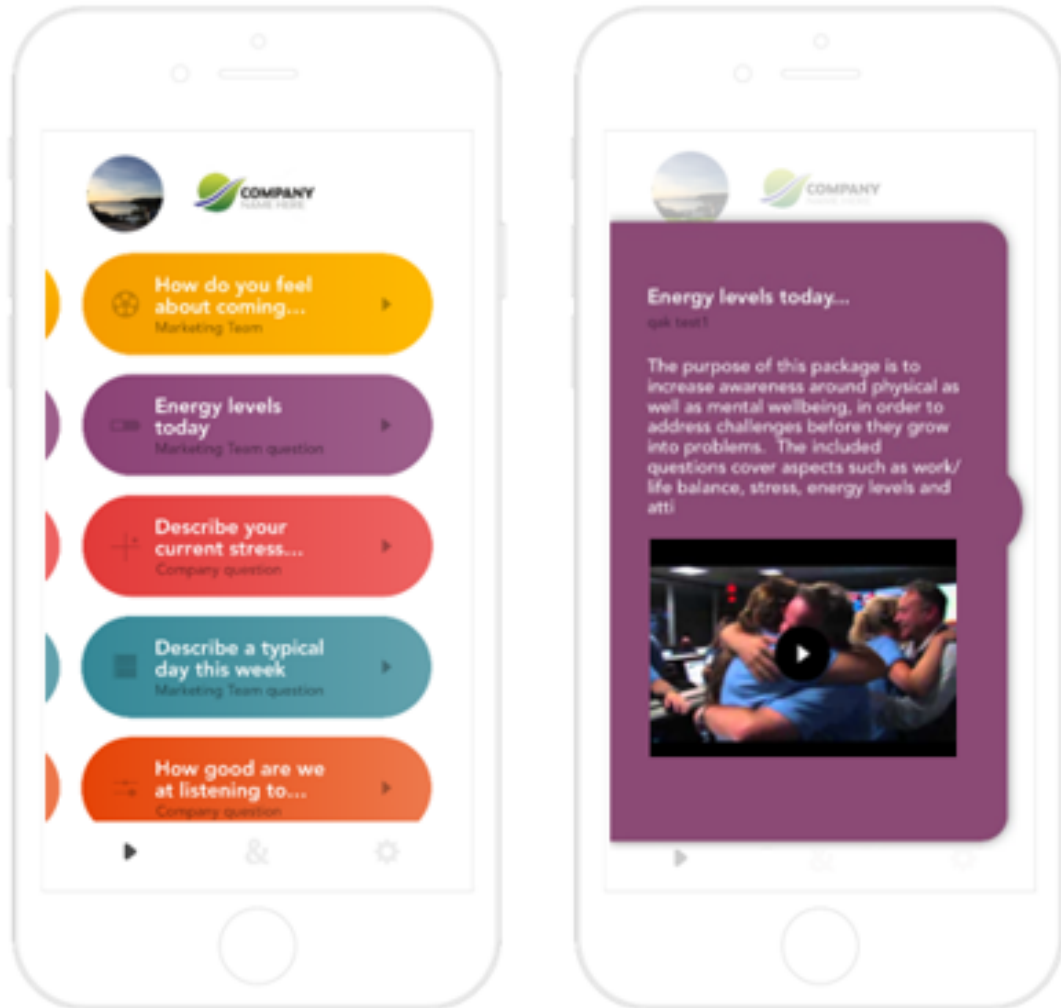


A woman with long, wavy brown hair is smiling broadly, showing her teeth. She is wearing a white button-down shirt with a green and white diamond pattern. The background is a solid teal color.

&frankly

Begin your journey.

State a clear purpose when asking a question.



The purpose of a pulse is visible to all respondents

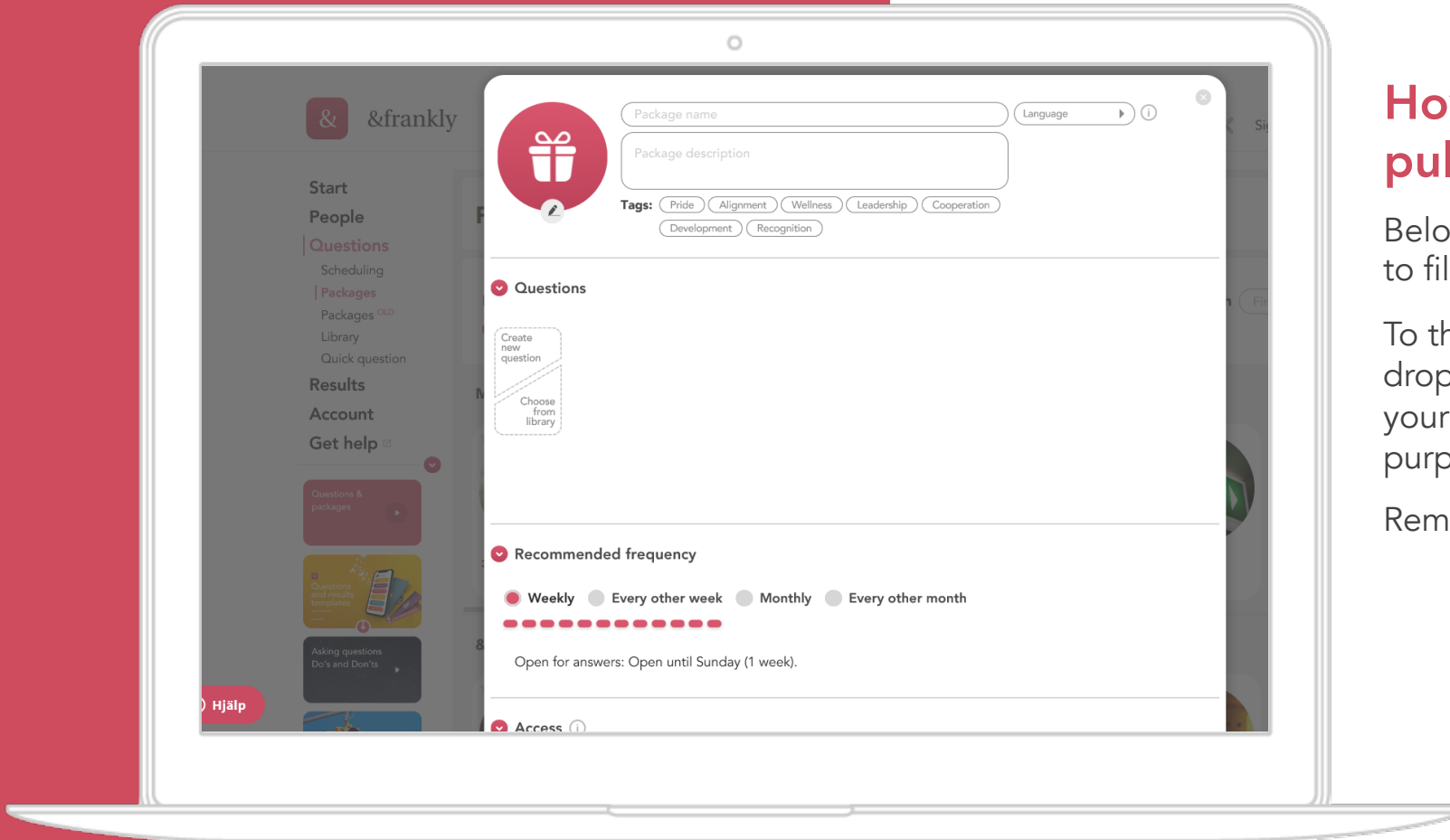
Why do we need a purpose?

With a clear and well-communicated purpose, you are more likely to engage the respondents.

The purpose puts a question in the right perspective, making it easier to relate to and by that, answer.

When we discuss the reporting of a question, we calibrate the actions towards the purpose.

The purpose of a pulse is added via the pulse-view on the portal



How do we add the purpose for a pulse?

Below the name of the pulse, there is a box for you to fill in a purpose or description for the questions.

To the right of the name of the pulse, you find a dropdown menu of languages. Select a language of your preference and insert the translation of the purpose or description.

Remember to save in the bottom of the view.

Purpose of a pulse: three examples



Example 1: Tracking development on a higher level in the organization

This pulse aims at tracking the development on our engagement levels within the organization. The questions will be pulsed quarterly. Management team will communicate on overall results. You are expected to address the results in your team.



Example 2: Learning more about a specific issue

These questions aim at giving a deeper insight as to why our stress levels are increasing. We will discuss the outcome in our next team meeting.



Example 3: Follow-up on an action plan

These questions are following up on and reminding us of the actions we came up with in our team discussion week 36. We will discuss the outcome in our next team meeting.