

When setting up the purpose and goals

One of the most crucial factors to succeed with pulse surveys is to have a clear purpose and goal. Here you will be given tips on how to define your purpose and relevant goals.



The importance of purpose

Before you start setting up pulse surveys in & frankly, reflect on the main purpose and goals you want to achieve. Your work will be simply more focused, but also the “why” is vital for employees to understand the importance of participating. It also gives managers a better understanding of the current direction and surveys.

When a clear purpose and goals are not set, there is a high risk for different internal perceptions as to why you are doing this and how you are progressing. Or maybe you reach an actual milestone without knowing it (... and wouldn't that be a shame?).

Reflect over the following questions, to give yourself a good head start with pulse

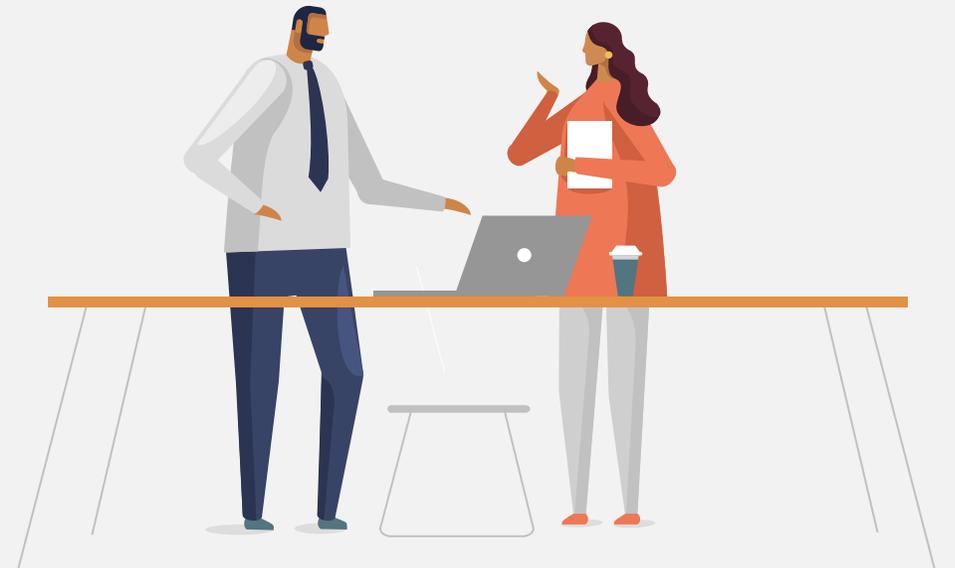
surveys:

- What is important for our organization?
- Where do we want to go?
- How do we get there?
- What do we need to prioritize?

When starting with pulse surveys you might already have a clear idea of what you **want** to measure, or you might need help to find out what you **need** to measure. Regardless of what is your starting point we have suggestions on how to begin.

There can of course be more than one purpose and goal. This will also change over time. It is therefore important to be attentive and adapt based on where you are as an organization.

“What is important for our organization? Where do we want to go? How do we get there?”



What are you aiming for?

There are several good sources to use for inspiration when deciding upon your purpose and goals with pulse surveys. You can begin by looking at what you already have in place today, for example:

- Short or long- term goals within your organization
- HR strategy
- Other initiative/milestones you are working on

You could also formulate purpose and goals based on your own understanding of the current situation. The next step is to choose the focus that supports your goal and relevant surveys.

If you do not know what your organization needs you can start with a survey – yes, start from the other end! By first researching you get insights about your strengths and potential areas of improvement, and from there you can decide what focus is needed, along with the goals and purposes! We recommend using a survey from &frankly science-based engagement model which measures seven drivers to engagement in the workplace.



Checklist for reflection

- What are the explicit needs for manager and employees?
- What short-term and /or long-term goals do you already have today?
- What is the focus right now for the organization?
- What are you interested in knowing?

Write down (or make your own!)

For us at _____, it is important that _____. During the period _____ we strive to _____. To achieve this, we will focus on _____. We will use & frankly for this purpose to _____ and have measurements on themes within _____.

