

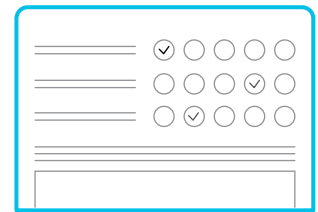
# Maintaining Culture and Employee Connection During the COVID-19 Pandemic

The COVID-19 pandemic is rapidly changing how and where businesses operate. Work-from-home, for those who can, is the new standard. Regularly surveying employees is an important tool for assessing workplace culture in normal circumstances. In today's climate of uncertainty and physical distance, consistent employee pulse surveys are more critical than ever to monitor engagement and keep connections strong.

Pulse surveys provide valuable insights about how employees are managing through waves of change and what is needed to support them. Pulse surveys can quickly read how employees are feeling, identify what's working and what's not and uncover ideas to support the business and your people. When used consistently — every two weeks is optimal — pulse surveys can help teams stay focused on delivering strategic priorities, despite working in ways that are new to many people.

## Building A Useful Pulse Survey

Pulse surveys should be short and quick to complete. Present questions in a multiple-choice or scaled format with minimal open-ended questions. This makes data analysis fast and allows for trend monitoring. And the faster leaders get insights, the faster they can act. Be sure to connect employee input to actions and regularly share key findings to show employees their input is heard and valued. This kind of transparency will encourage continued participation.



Pulse surveys should cover five key areas: employee well-being, leadership, communication, resources and culture. Following are sample questions\* that can be customized to gather the feedback most valuable for your organization.

### WELL-BEING

- Which word best describes how you are feeling this week?
- Are you caring for your health and well-being?
- How can the organization best support your well-being during this time?

### LEADERSHIP

- Do you feel supported by your immediate supervisor?
- Do you know what is expected (performance, deliverables, availability) at this time?
- Do you have confidence in leadership to make the right decisions for the organization?
- Do you feel leadership has a clear plan of action for navigating the COVID-19 pandemic?

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## COMMUNICATION

- How often would you like to receive communication from the organization about COVID-19?
- Has communication from leadership helped you better understand changes to business operations (e.g., facility closures, remote working policies)?
- Is your direct supervisor keeping you and your team well informed about the business and your role?
- What topics would you like more information about?

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## RESOURCES

- Do you have access to the resources (e.g., materials, equipment, technology) you need to do your job effectively?
- What are the biggest challenges to maintaining your normal workday from home?
- What additional resource support would be most helpful?

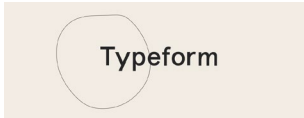
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## CULTURE

- Do you feel connected with your direct team?
- Do you feel connected with the broader organization and culture?
- Is the organization doing a good job living its values?
- What are some ways we can improve culture and team connections?

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There are several free, discounted and open-source survey resources currently available to help organizations create custom employee pulse surveys. Here are a few options to explore:



## Does your organization need help to activate a pulse survey strategy?

Beehive can support your organization to implement a pulse survey strategy. Our team of experts can develop, field, analyze and activate pulse survey insights. You can contact a senior member of our team [here](#).

Maintaining a connection with employees is essential as they and your organizations navigate through the pandemic and the new work realities it's creating. Ask for their input, listen to their feedback and actively incorporate the data into business continuity plans. This kind of consistent two-way communication will help keep teams engaged, focused and productive during this rapidly changing and uncertain time.

*\*Some sample questions inspired by Qualtrics survey resources.*