



THE SCIENCE BEHIND TINYPULSE ENGAGE
Improve Employee Outcomes With Our Engagement Platform

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TINYpulse is a lightweight, easy-to-use communication platform. It doesn't have to be complicated — because we've figured out what works.

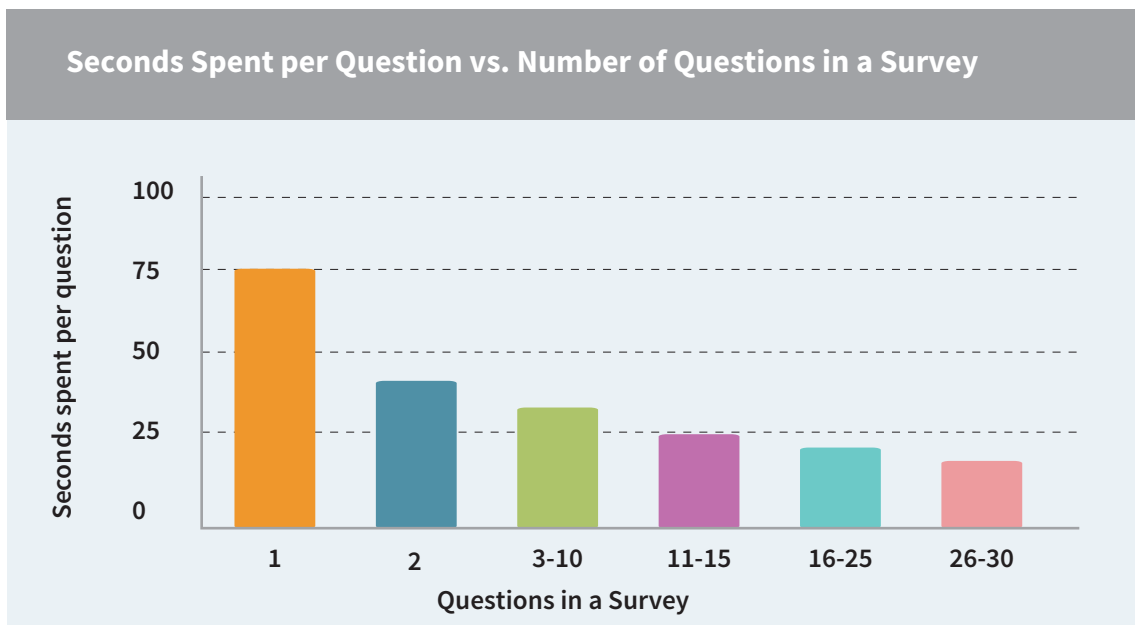
The Importance of Taking a Pulse

The “pulse” in TINYpulse is no accident. Our weekly one-question surveys are designed to get you better data more often.

Most companies are used to annual surveys that ask employees dozens of questions at once. More questions means getting more information — and that's good, right?

Actually, the more questions you have, the lower the quality of your data.

- [The more questions you have, the less time people spend answering them.](#) Employees who rush through questions aren't giving thoughtful or useful answers.
- [People get fatigued after the first 20 minutes.](#) The results of that fatigue include more shortcuts and less effort when answering.



It's much more effective to take the pulse of your company on a more frequent basis. In fact, leaders already know that. We asked managers about the problems with annual employee surveys, and here's what they told us:

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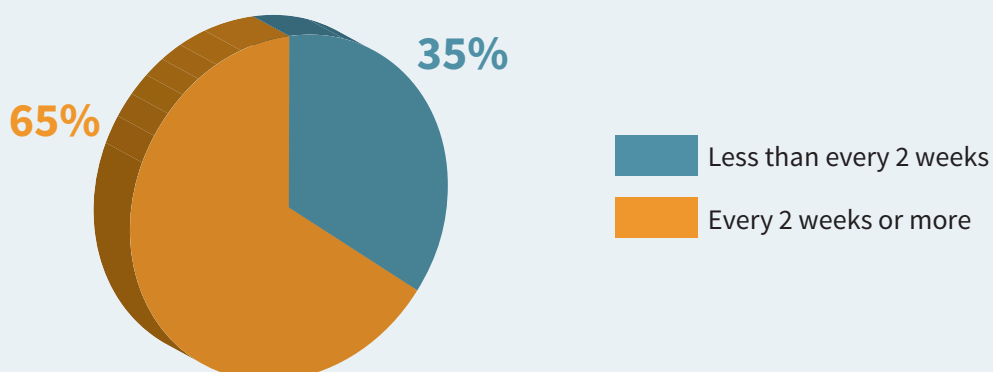
Reasons Managers Give for Dissatisfaction With Annual Employee Surveys



Not only did they point out some of the shortcomings of long surveys (taking too long and not getting thoughtful responses), but they also highlighted the fact that you can't get good feedback if you wait a whole year to ask for it.

The majority of managers told us that they want to get employee feedback at least once every two weeks:

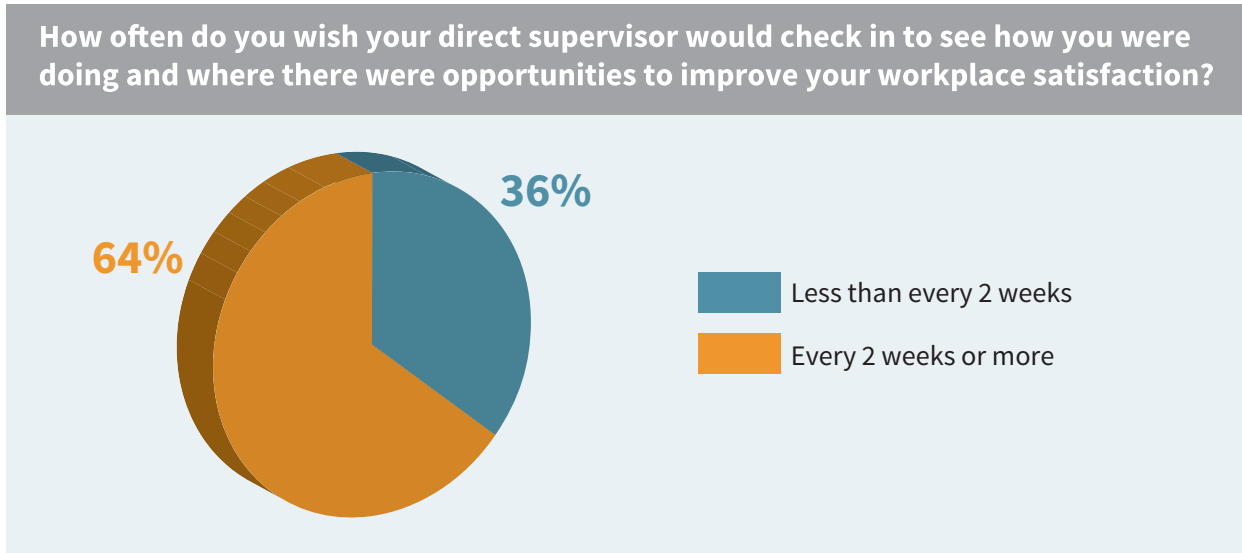
How often do you wish you could receive feedback from employees about how they were doing and opportunities to improve their workplace satisfaction?



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What's more, their employees agree with them.

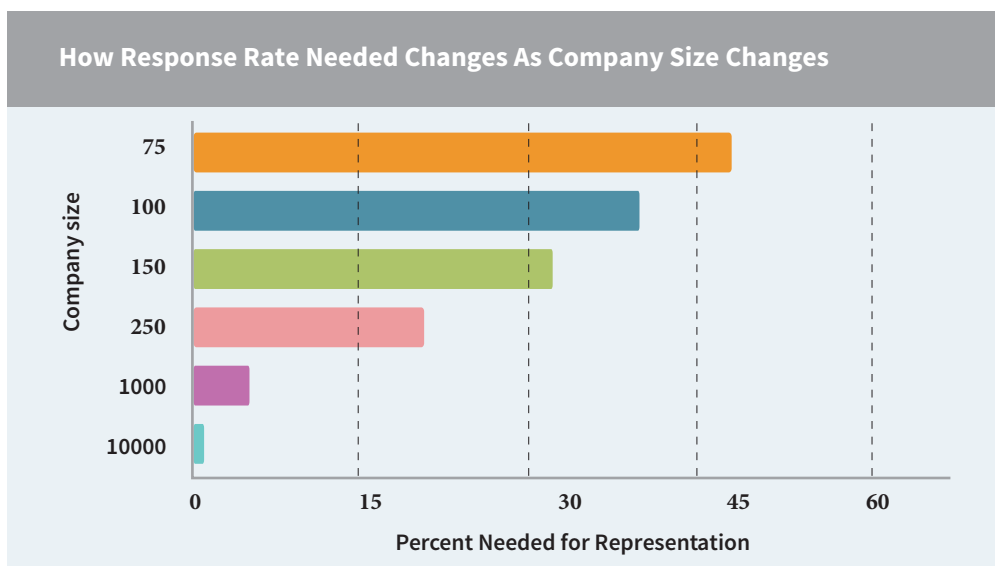


But do employees want to answer a survey every week? In some cases, no. The average response rate for a TINYpulse survey is 49%.

It's important to know what that number actually means. We can do a *power analysis*, a statistical technique that tells us the sample size — in other words, how many responses — we need in order to have an adequate representation of the data.

When we calculate power with a 90% *level of confidence* (how strongly we can believe in the answer we're getting) and a 10% *margin of error* (how accurate the answer is), here are the sample sizes we get:

- For a company of 75 employees, you need 48%
- For a company of 150 employees, this drops to only 31%
- For a company of 1000 employees, only 6% is needed!



In other words, the bigger your company, the smaller percentage you need to get your sample size.

“On a scale of 1 to 10, how happy are you at work?”

This is the question that TINYpulse asks every four weeks. Why? Sure, it's good to know if your employees are happy, but is it really that important?

The short answer: yes.

Happiness correlates strongly with key engagement metrics. We analyzed data from over 10,000 employees, and we discovered that happier employees:

- Are more likely to continue working for the same organization ($r = .62$)
- Are more likely to refer someone else to work for that organization ($r = .63$)
- Feel more valued at work ($r = .61$)
- Believe more strongly in their company's future prospects ($r = .56$)
- Are less likely to leave the organization for a 10% raise ($r = .49$)

There's a direct relationship between happiness and factors associated with high engagement and low turnover. This means that happy employees equal benefits to your company's bottom line.

And TINYpulse doesn't just measure happiness once every four weeks. Our carefully selected questions capture major factors that drive happiness, which means leaders get the data they need to improve employee satisfaction.

Here's just a sample of the factors that our questions cover:

Interpersonal Relationships

- How would you rate your colleagues and team members at your workplace?
- How would you rate the performance of your direct supervisor?

Opportunities for Professional Growth and Career Progression

- How much opportunity do you have for professional growth in this organization?
- Yes/No: I feel that I am in control of my career path and that I am progressing in my personal and professional development at this company.

General Workplace Environment

- What three words would you use to describe your work culture?
- On a scale of 1 to 10, how would you rate your organization's culture?

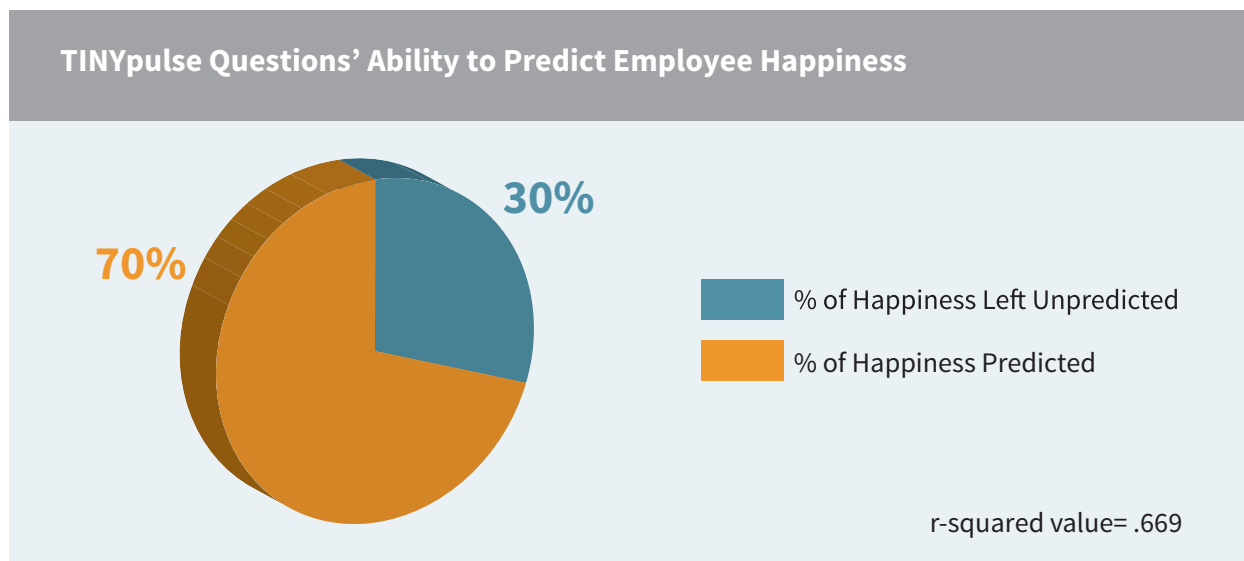
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Feeling Valued & Appreciated

- On a scale of 1 to 10, how valued do you feel at work?
- Were you recognized the last time you went the extra mile at work?

When academics set out to study human behavior, they hope they can explain 50% of the causes behind the behavior. With TINYpulse, you can explain 70% of employee happiness!



Your Secret Weapon: Cheers for Peers

The Cheers for Peers recognition tool is an integral part of TINYpulse. It's an easy way to show appreciation to your employees anytime, anywhere.

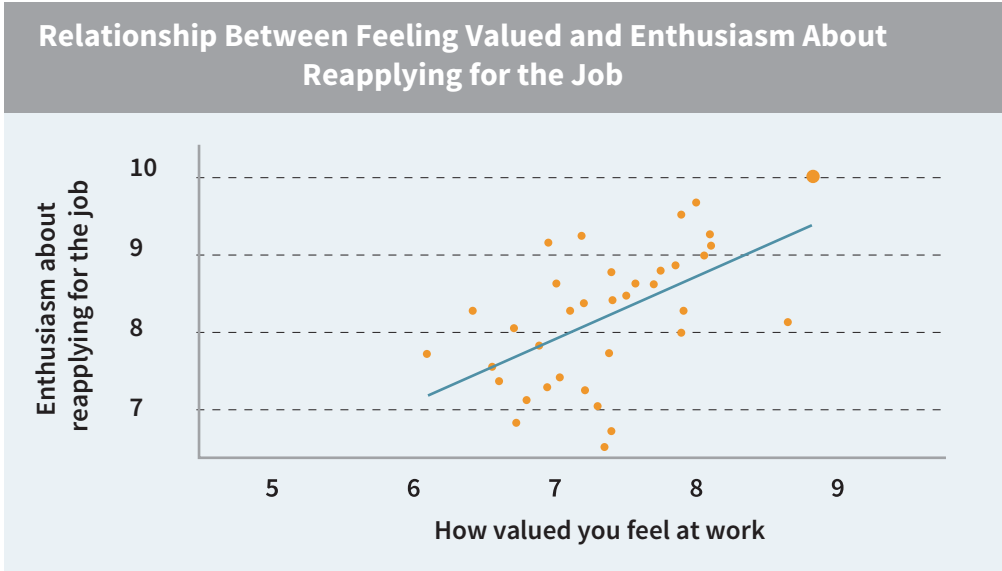
And appreciation is sorely lacking in the workplace. According to our research, only 31% of employees feel strongly valued at work.

Feeling valued is essential for two reasons:

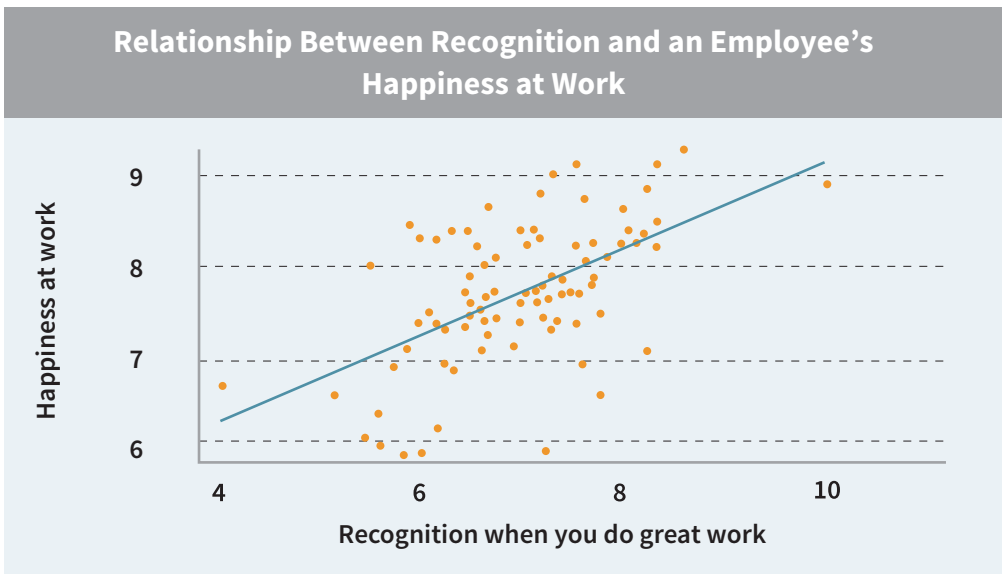
1. Retention: We asked employees if they would reapply to the same job they have now. The more valued they felt at work, the more strongly positive their answers were.

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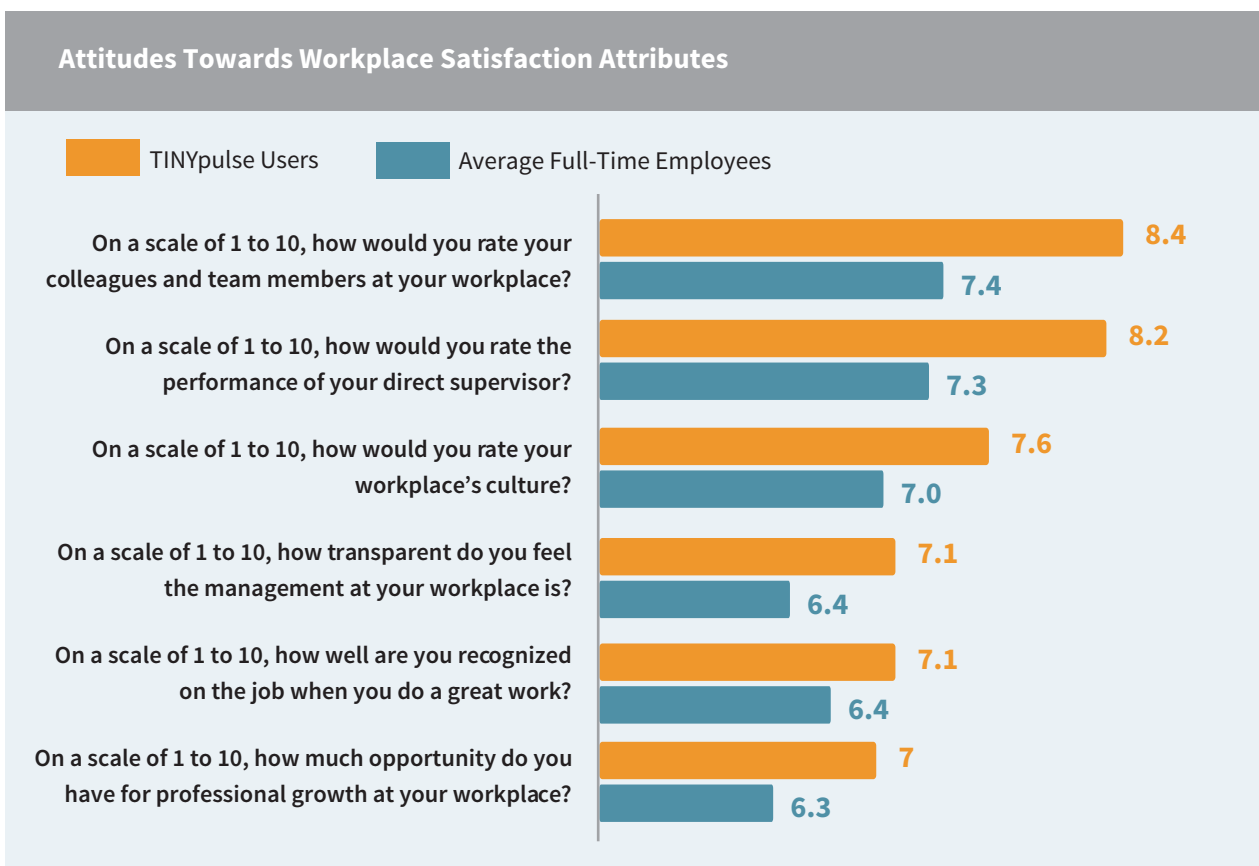
2. Happiness: We've already talked about why it's important to ask questions about factors that affect employee happiness. Feeling valued is directly related to feeling happy at work.



The Results

A data-backed analysis is great, but what's most important are the results that TINYpulse can give you.

When we compare companies who use TINYpulse with those who don't, the TINYpulsing companies score higher across the board on a multitude of factors affecting workplace satisfaction.



What about that other place where employees give their opinions about their companies: Glassdoor? Except on Glassdoor, those opinions — good or bad — are open to the public and can be seen by prospective job candidates. Glassdoor scores can make or break your recruitment of top talent.

The good news is, TINYpulse can help.

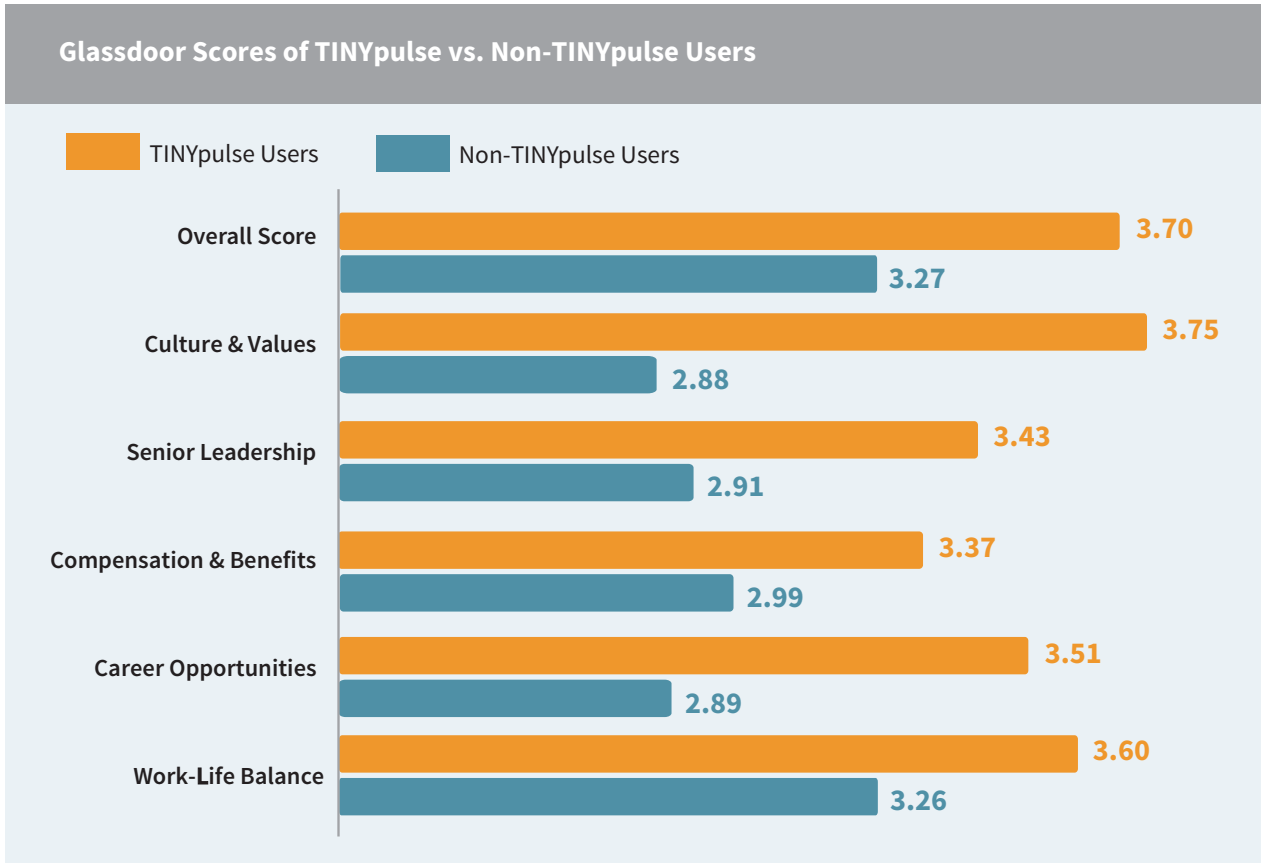
We compiled data on all organizations with Glassdoor ratings and divided them between those who use TINYpulse and those who don't. The differences speak for themselves.

Across each and every dimension that users can rate, organizations that use TINYpulse enjoyed significantly higher scores ($p < .001$ for all ratings). That means that scores around culture and values, senior leadership, compensation and benefits, career opportunities, work-life balance, and, of course,

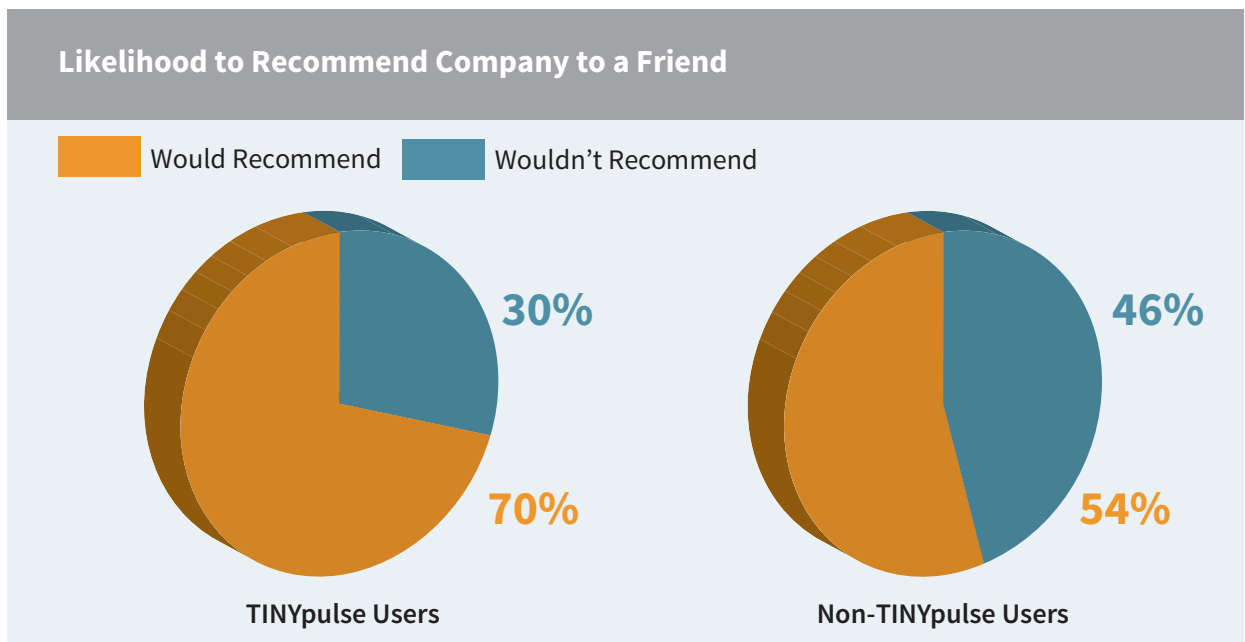
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the overall score were systematically better for TINYpulse users.



Speaking of recruitment, here's how TINYpulse and non-TINYpulse companies' Glassdoor scores for employee recommendation broke down.



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The data makes it obvious: pulse surveys are the best way to get useful real-time feedback from your employees. TINYpulse's surveys are designed to get at the factors tied to retention, recognition, and culture. The result is a workplace that's better and more engaging for employees — who will tell the rest of the world about it.