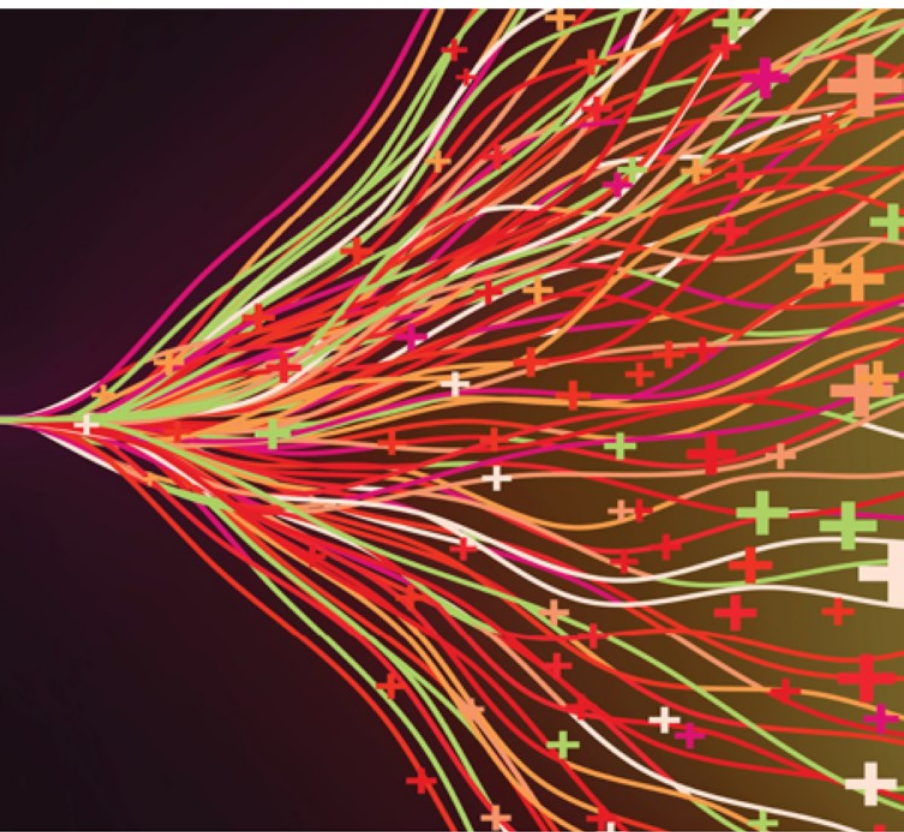


Employee Listening in the "New Normal"

July 29, 2020



What we will cover today

- The world of work has changed
- State of Employee Listening
- What is Intelligent Listening?
- Creating a framework for Intelligent Listening



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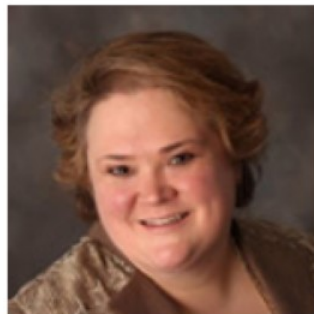


Today's Presenters



Matt Orozco

Organizational Change Consultant
Peakon



Robin Erickson, Ph.D. (Moderator)

Principal Researcher
The Conference Board

The world of work has
changed



The year is
2020...



Unemployment is at historically **high** levels

Offices are **re-opening**, maybe?

Home is the **new office** for some





Collectively **witnessing** police brutality

Global **pandemic** has impacted millions

Joe Exotic is a household name and meme



Employees have *a lot to* *say*



Comments about wellbeing are on the **rise**

Diversity, Equity, & Inclusion is in the **spotlight**

Flexible working is **essential**

Organizations are **listening more**



State of Employee *Listening*



Poll 1 of 2

How are organizations *listening now?*



Biennial Census

Annual Census

Pulse Surveys

Experiential Feedback

One-off surveys

Town Halls

Informal Conversations



So what's the
problem?



Annual / Biennial Surveys are not **agile**

Pulse surveys are not capturing the **whole picture**

Cascading information is hurting time-to-**action**

Data is siloed and not **connected**





Feedback isn't **timely**

Surveys aren't **personal**

Qualitative feedback isn't **contextual**



What is *Intelligent Listening?*



Poll 2 of 2

What makes Intelligent Listening *different?*



Fully **automated** to minimize administration

A singular and **personalized** survey experience

Integrated with the employee experience

Insights and data are **connected**

Built to **scale**



What does this do
to *drive change*?



Minimize survey-fatigue

Increasing time-to-action

Reduction of recency bias & retroactive interference





Improved quality and relevance of feedback

Changing organizational behavior

Adapting data-centric decision making



Creating a framework for *Intelligent Listening*



Where to *start*



1. **Mapping your employee journey**
2. **Aligning with your experiential stakeholders**
3. **Designing your questions**
4. **Setting Expectations**
5. **Communicate broadly and regularly**
6. **This is a journey, not a destination**



What to *expect*



It takes some time to build a trend (not during a crisis)

Not all the answers will be immediately apparent

There will be questions and that's a good thing

Managers and Leaders are critical

Activate your stakeholders



Continuous Listening (CL) Report Series

1	2	3
Moving Beyond Point-in-Time Measurement	Building and Implementing a Strategy	Creating the Capability to Design and Deploy Impactful Surveys*
The Four C's of High Impact CL <ul style="list-style-type: none"> • Coordinated and cross-functional • Continuously collect & combine • Company performance • Customer-centric 	Key Essentials to Identify <ul style="list-style-type: none"> • Why CL is important • Who the program aims to serve • What initiatives to offer different stakeholders 	Important Steps <ul style="list-style-type: none"> • Design an impactful pulse strategy & survey • Build a central repository • Create lasting capability (people, tech, governance)

Click here to access: <https://www.conference-board.org/continuous-listening>

**Continuous Listening Part 3 will be released in August 2020*





Upcoming Webcast Programming from The Conference Board

- [Supporting Military Caregivers during COVID-19 and Beyond](#) (July 30 @ 11am ET)
- [The Shifts Talent Acquisition Teams Need To Make Now](#) (August 7 @ 12pm ET)
- [Supporting Working Parents With Alternative Solutions to Childcare](#) (August 12 @ 2pm ET)
- [Different in Degree: Closing the Talent Gap with Alternative Credentials](#) (August 19 @ 11am ET)
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