



Crafting the Executive Message

In today's survey results

Understanding The Employee Experience
OV Conference, September 10th – 11th

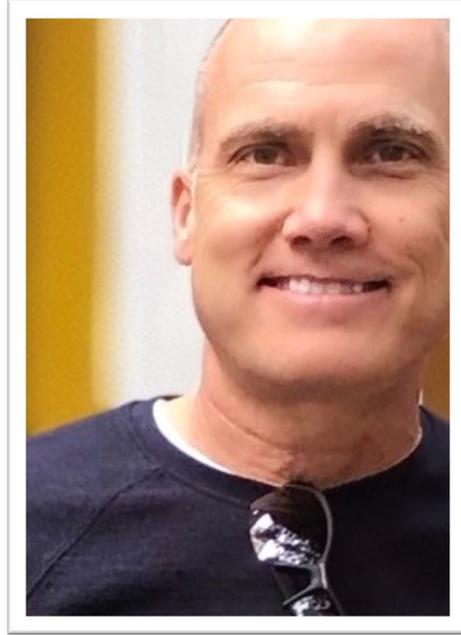


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The Panelists



Micah Lueck
Head of People Analytics
Qualcomm



Tommy Powell, PhD
Head of People Surveys and
Measures
GlaxoSmithKline



Zoe Switzer
Chief People Officer
Jeni's Splendid Ice Creams

Qualcomm: FY20 Quarterly Survey Program

The purpose of the quarterly survey is to provide executive leadership with a current checkup on engagement, confidence, employee morale, action workstream trends, and any current events or topics



Context

- Committed executive sponsors
- Strong momentum on existing action work streams

Executive Pressures

- Extra surveys in place of regular pulses
- Asking about productivity
- Survey the whole company

Decisions

- Continue measuring core areas
- Focus on wellbeing
- Targeted leader reporting

GSK Survey and relevant context

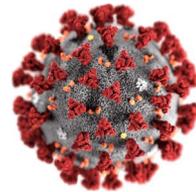


Executives in context

- New(ish) CEO preparing the company for a historic split
- CEO very involved in survey content and very clear on what she wants
- Focus, pace and accountability

The survey in context

- Survey fits in to a measurement framework focused on 'culture'
- Slight adjustments for the planned split and then...



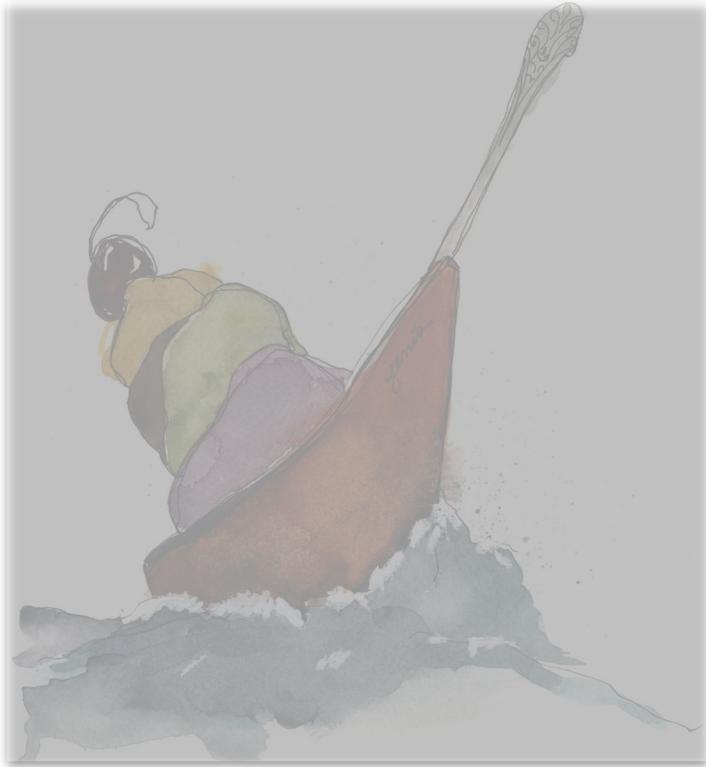
My views in context

- I/O Psychology...and data science

Measuring culture at 3 levels...

Four measurement processes that contain clear views of how employees experience our culture





Team Jeni's is 800 people operating in 50 buildings in 16 cities.

Goal: Keep people safe, employed, and feeling the love.

Overnight:

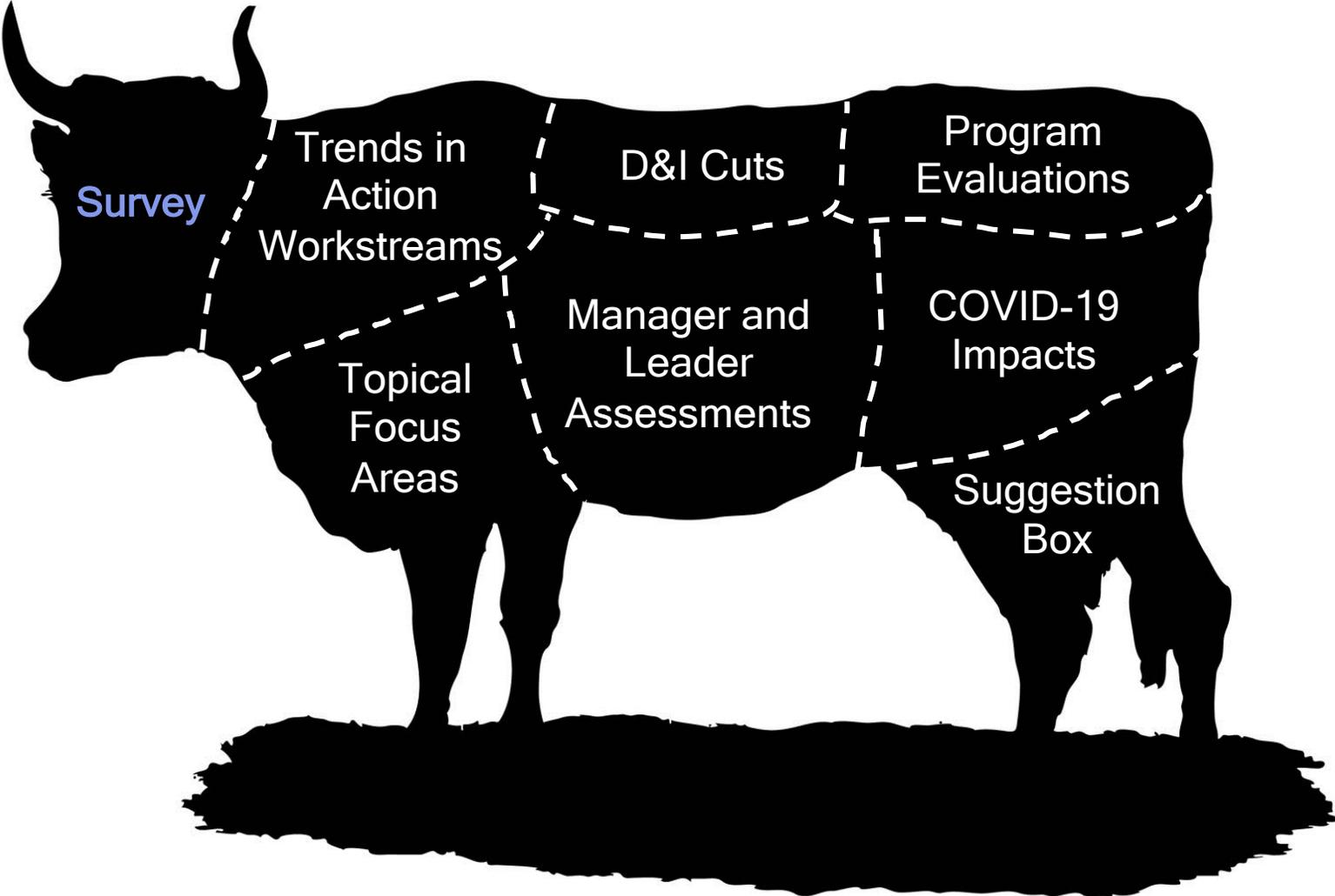
- **Many team members could no longer be together**
- **Pint demand up. Bucket demand screeching halt.**
- **Stress levels soared - health of self and loved ones**
- **Operations turned upside down**
- **1000 decisions needed to be made with virtual collaboration**
- **Team members furloughed and unfurloughed**

Then:

- **On-going safety considerations of public-facing roles and city-specific mandates**
- **Mask-less customer and political vitriol**
- **Racial justice awakening**
- **History of activism related to gender equity and LGBTQ+ equity.**
- **Disparate impact of Covid**

Qualcomm: Survey Conservation

We use every part of the survey to minimize separate data collection efforts



Free survey suite available at OrgVitality.com

A full line of free pulse surveys designed by OrgVitality consultants to help employees and organizations through the universal challenges of 2020 including:

- Employee Well-Being
- Readiness to Return
- Re-onboarding
- Workplace safety
- Work Processes
- Virtual Teams
- Anti-Racist Survey
- And more

Visit orgvitality.com to sign up for access to our free suite.



Connecting Employees and Organizations

At OrgVitality, we are experts in designing projects that are linked to **strategy**, generate useful **insight**, and drive positive **action**. Now, more than ever, organizations need to listen to and learn from their employees.

We can help.



Surveys

- Strategic Employee Surveys
- Pulse/Continuous Listening
- Lifecycle
- 180 and 360 assessments
- Internal Customer Experience

AI-Driven Action Tools

- Action Prioritization
- Nudges
- Comment Analysis

