How Real-Time Engagement Helps Build a Winning Company Culture

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Hi, I’m Jack Altman
the founder and CEO of Lattice.

Lattice is a people management platform that helps companies align, grow and engage their employees.

We’ve helped 1,300+ customers around the world including Slack, Reddit, Cruise, New York Public Radio, and more!
What we’re going to talk about

- What is company culture and why it’s important to get it right
- Developing an engagement strategy and a culture of feedback
  - Engagement Surveys
  - Continuous Engagement
  - Pulse Surveys
What is Company Culture?
Company culture is made up of all the values and behaviors, big and small, that create the unique makeup of an organization.
“Culture eats strategy for breakfast.”

— Peter Drucker
“An employee’s rating of culture and values is 4.9 times more predictive of a company recommendation than salary and benefits.”

— Josh Bersin
When You Don’t Do Culture Right

34% of employees that feel engaged

16% considered themselves “actively disengaged”
When You Do Culture Right

At the most-highly engaged companies...

- Productivity is **17-20%** higher than at less-engaged companies
- Profitability is **21%** higher
- Customer loyalty ratings are **10%** higher
- Turnover drops **24%** at high-turnover companies
- Turnover drops **59%** at low-turnover companies
-Absenteeism drops **41%**
- Safety incidents drop **70%**
- Patient safety incidents drop **58%**
- Incidents of quality defects decrease by **40%**
Developing an engagement strategy and a culture of feedback
Maintaining cultural health is like maintaining your personal health.

- Think of **engagement surveys** as your bi-annual doctor’s check-ups.

- **Continuous engagement** keeps company culture well nourished.

- **Pulse surveys** help you monitor your health progress between check-ups.
Engagement Surveys

Delivered 1-2 times per year, this is your “big moment” in your engagement plan.

Engagement Surveys are large 25-50 question surveys that will help you establish a benchmark of where you engagement stands, and measure your progress every 6-12 months.
Engagement Surveys

How to do it right:

- Make questions pointed and unambiguous.
- Ask one thing at a time.
- Word questions neutrally.
- Ask about something you can actually change or improve.
- Make it easy to complete.
- Make it anonymous.
Engagement Surveys

Steps to make it effective:

- Building trust by letting the company know what’s going to happen.
- Analyze the results, and establish benchmarks.
- Build a plan of initiatives and show that you’re taking action.
Continuous Engagement Measurement

1:1 Meetings

Status Updates

Praise + Feedback
1:1 Meetings

- Between employees and managers
- Scheduled and ongoing
- Informal chats that help pinpoint issues and troubleshoot problems before they impact morale
Weekly Updates

- Scheduled and ongoing communication
- Delivered over email or via Lattice to help teams keep the company up to date on team focus, priorities, and roadblocks
Public Recognition + Real-Time Feedback

- Employees can give and request feedback from managers and peers to help each other improve.
- Managers and peers should give constructive feedback in a private, safe space.
- Managers and peers can give positive feedback publicly through public praise.
What if you had at your fingertips, a snapshot of engagement at that exact moment in time at your organization?
Pulse Surveys

Real-time results enable you to:

- Uncover in-the-moment engagement insights
- Democratize real-time employee experience data
- Make informed business decisions
- Understand the impact of your actions
Pulse Surveys

Tips for conducting Pulse surveys:

- Be hyper-focused with topics
- Operationalize pulses by sending them often
Pulse Surveys
Examples of Good Pulse Survey Questions

Ongoing company health checks

- I am enthusiastic about my job.
- When I get up in the morning, I look forward to going to work.
- I talk up this company to my friends as a great company to work for.
- I am proud to tell others that I am part of this company.
- I trust the decisions of the senior leadership in the company.
Pulse Surveys

You have the data.
Now what do you do with it?

- Keep an eye out for big changes or major deviations.
- Roll out changes.
- Prevent problems from escalating.
- Solve systemic issues faster.
- Share insights and show results.
Key Takeaways

- **Company culture** is the #1 reason employees recommend a company as a place to work.
- An **engagement strategy** is like your cultural health plan of big and small checkups.
- **Engagement surveys** give a full view of your culture’s health.
- **Continuous engagement** opens up communication to help employees feel heard.
- **Pulse surveys** give you real-time insights into how your company culture is doing.
Thank you! — Q&A