



# The Ultimate HR Guide to Keeping Employees Happy and Productive



positive change



feeling valued



# Introduction



As we navigate the ever-changing business landscape, it's crucial to understand the evolving attitudes and expectations of our employees.

Employee listening is a key factor in driving engagement and motivation, and when done well, can deliver substantial returns for the organization.

In the wake of the pandemic, remote work has become an expectation for many employees, with 59% of respondents expecting the ability to work from anywhere from their employer.

Additionally, 79.9% of respondents said work-life balance had become more important since that time.

Happy employees are more productive, creative, and successful: **It's a simple fact that satisfied employees are more likely to stay with a company and perform at a higher level.**

But in the current climate, employees have placed **financial security and job certainty at the top of their priority list.**

**Pay and Benefits is now one of the top drivers of Intent to Stay. Employees demand fair compensation for the work they do, and that it's reflective of their performance.**

This is nothing new, but a global climate of instability has painfully reminded us of one of our most basic requirements.

By understanding and addressing the underlying drivers of employee engagement, you can create a work environment that not only retains top talent, but also fosters innovation and success. This guide will provide you with the tools and strategies you need to build a better employee experience and drive engagement within your organization, with a specific focus on making business more human and establishing deeper, more meaningful connections through the work we do.

# The power of continuous listening and pulse surveys

Continuous listening is a vital aspect of any employee engagement program. It allows companies to stay in tune with the pulse of their workforce and identify areas where immediate action is needed. By conducting regular, short surveys and collecting feedback, managers can quickly identify and address issues affecting working life.

Continuous listening helps to avoid survey fatigue and creates a detailed picture of engagement over time, specific to the organization. This allows for targeted, effective solutions to be implemented and helps to improve employee engagement and retention in the long run.

"I've been with this company for 35 years and I never thought my voice would be heard, but thanks to those short surveys, my concerns about the outdated equipment in the factory were finally addressed."

Anonymous respondent

Traditional employee engagement surveys, while comprehensive, can take longer to conduct and analyze. However, they can provide valuable insights into overall engagement levels and specific areas of concern.

One of the most effective ways to listen to employee voice is through **pulse engagement surveys**. These surveys are shorter and more targeted, allowing the company to focus on specific groups of employees or specific areas of concern. By conducting regular pulse surveys, a company can quickly identify issues that are affecting employee engagement and take immediate action to address them.

By combining traditional employee surveys with engagement pulse, a company can get a complete picture of employee engagement and take timely action to improve it.

Another aspect of listening to employee voice is **considering the employee lifecycle** when measuring engagement. By collecting feedback at each stage, from recruitment through onboarding to promotion and eventual departure, a company can identify areas where engagement can be improved and take action to retain high-performing employees.

By using a combination of these methods, a company can get a complete picture of employee engagement, take timely action to improve it and retain their best employees.

# Take the employees' pulse and...



## Get ready

Run algorithms and benchmarks to draw conclusions, set priorities and take action.



## Make it Mature quicker

Cover all key factors (hygiene and motivating factors) that cause satisfaction/dissatisfaction.



## Keep it light

Short and even entertaining questionnaires every month raise the response rate.



## Get the full picture

Get the real and full picture of the satisfaction level, based on empirical methodologies.



## Stay up-to-date

See trends and changes in key drivers, identify gaps and take effective actions to improve.



## Be sexy

Yes, that's right! Don't bore your people with surveys. Make them easy and fun to interact.

# You better listen. They are your best ambassadors!

## 1 Baseline employee satisfaction survey

15-35 questions

## 2 Interviews and diagnostic one-off surveys

## 3 Recurring pulse 'check' surveys

Turn the switch from  
annual to pulse check  
employee engagement  
surveys



Few aspects in marketing your business are more valuable than your employees' voice. Because these are the stories they tell their friends.

Or whisper to your enemies. Start listening to that voice by collecting data and having honest and open conversations. The pulse survey is an effective way to listen to that heartbeat of your company.

## Make the switch and get real

Switching from annual to pulse-check surveys allows the employer to get valuable insights right away.

Based on the annual survey results the key drivers of employee engagement are defined and transformed into pulse-check surveys. This enables a company to learn quickly and determine the most promising approach.

# ...feel your company's heartbeat!

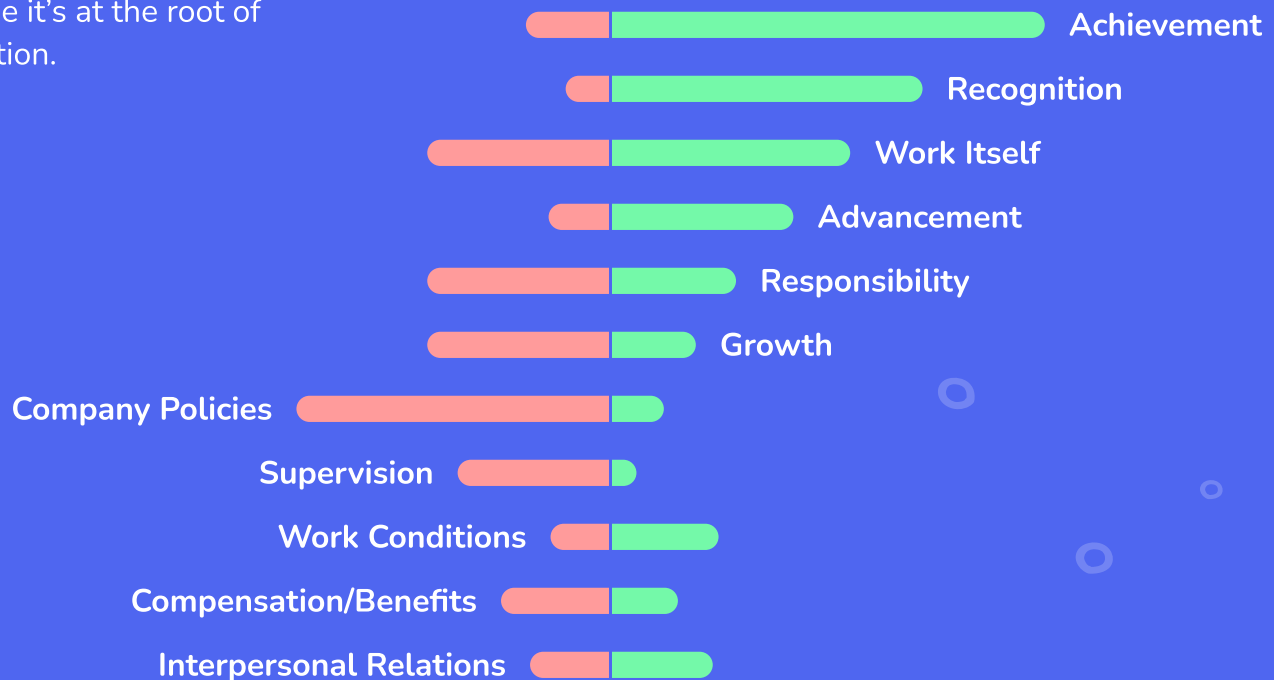
So what do people really want from their jobs? It's not just a higher salary. It's also safety, good relationships with co-workers, opportunities for growth and recognition.

Most of all: it's not something general. It's individual. What all workers want - in their heart of hearts - is a question that should concern the company.

Because it's at the root of motivation.

"Employees who believe that management is concerned about them as a whole person – not just an employee – are more productive, more satisfied, more fulfilled. Satisfied employees mean satisfied customers, which leads to profitability."

Anne M. Mulcahy - former CEO of Xerox



Job dissatisfaction ←

→ Job satisfaction

# Dissatisfiers

Lead to employee dissatisfaction



## Company Policies

General principles that the company stubbornly follows, even though they might be outdated



## Supervision

The incompetence or unfairness of the supervisor/manager



## Work Conditions

The work environment and its effect on their level of pride of the workers



## Interpersonal Relations

The lack of a good association among workers and the failure of teamwork



## Compensation & Benefits

Rewarding some people with a bonus or other benefits can have the opposite effect.

## Feedback makes you grow. Screver makes you competitive

Screver applies the Herzberg two-factor motivation theory within both our baseline and pulse surveys, **to analyze and constantly improve employee satisfaction.** It is based on the fact that there are certain factors in the workplace that cause job satisfaction while a separate set of factors cause job dissatisfaction.

# Satisfiers

Lead to employee satisfaction



## Achievement

Feelings and situations of accomplishment and resolving problems



## Recognition

Acknowledgement of completion of work - or the effort to do so.



## Work Itself

Feelings caused by practices required as well as the degree of routine and struggle



## Responsibility

Degree of freedom to make decisions on his/her own, implement new ideas and take charge



## Advancement

The expected or unexpected possibility of a promotion and progress up the career ladder



## Growth

A chance to progress, the possibility of learning new skills and acquiring new knowledge

"If everyone is moving forward together, then success takes care of itself."

Henry Ford

# The Two-Factor Theory put into practice

Are you listening to the Voice of your Employees?

My manager communicates openly and honestly with me



My manager gives constructive feedback when I make mistakes



I believe my workload is reasonable for my role



I learn a lot from my coworkers







I see how my work supports the goals of my team



The two-factor theory (aka Herzberg's motivation-hygiene theory and dual-factor theory) implies that managers must guarantee the adequacy of the hygiene factors to avoid employee dissatisfaction. Also, the work must be stimulating and rewarding so that the employees are motivated and perform better.

There are two important types of motivation theory: **content** and **process**. Content models of motivation focus on what people need in their lives (their motivation). Process theories look at the psychological and behavioral processes that affect any individual's motivation.

## How does the Two-Factor-Theory motivate employees:

-  Take action based on honest feedback
-  Initiate improvements
-  Extend the range of employee development
-  Take a macro view of employee welfare

# Benefits of using the **Two-Factor** **Theory**

A powerful tool to track employee satisfaction based on a scientific approach



**Identifies key motivators by groups or teams and reflects on their scores**



**Helps to set priorities for taking actions and to launch improvement projects**

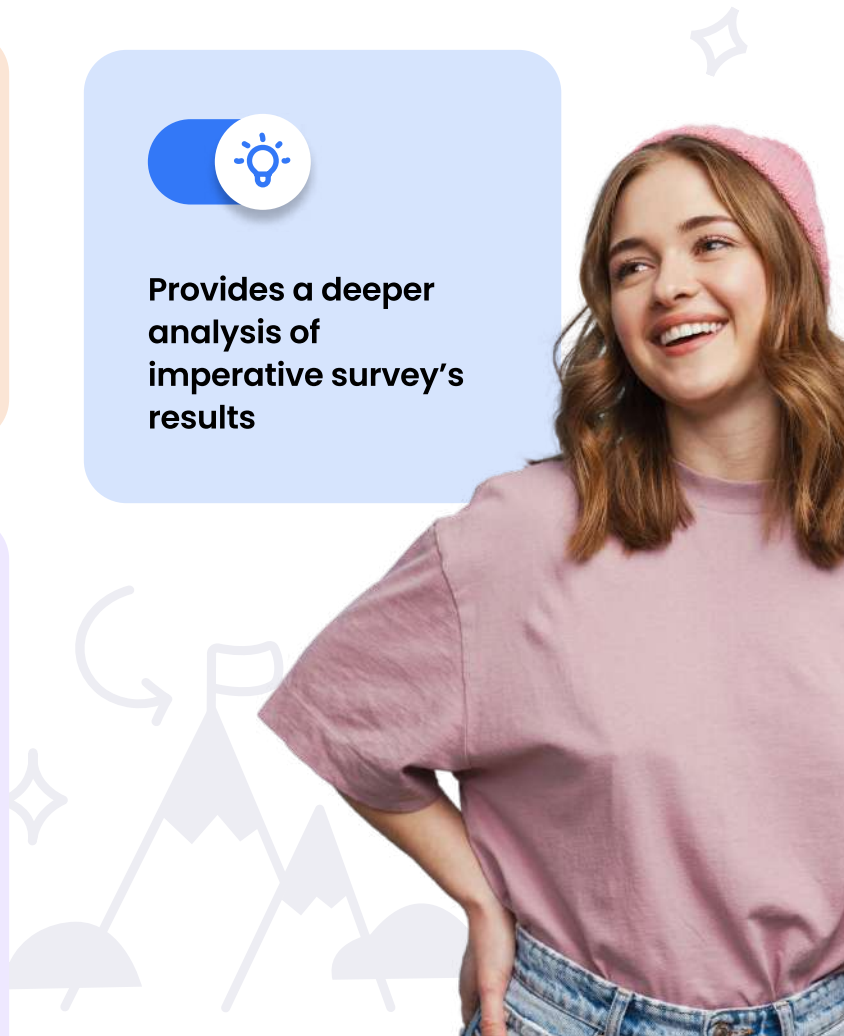


**Provides a deeper analysis of imperative survey's results**



**Gives an option to build specific and customized trends and see dependencies**

(e.g. comparing exit survey/interview results with pulse survey report)



# Negative feedback makes you bitter...

Screver is a whole new way to listen to employee feedback.

It's not just another HR tool, it is a holistic workflow for creators and problem solvers.

Get real-time data and insights on your dashboards to make better talent and business decisions based on your employees' thoughts.

- Engagement score by department, tenure, location
- eNPS
- Benchmarks
- Priorities of improvements
- Insights from correlations and deviations
- Support with action plan



Voice of Employee and Customer  
Feedback Management Platform



Schedule a demo today

[screver.com](https://screver.com)



Take our survey!