

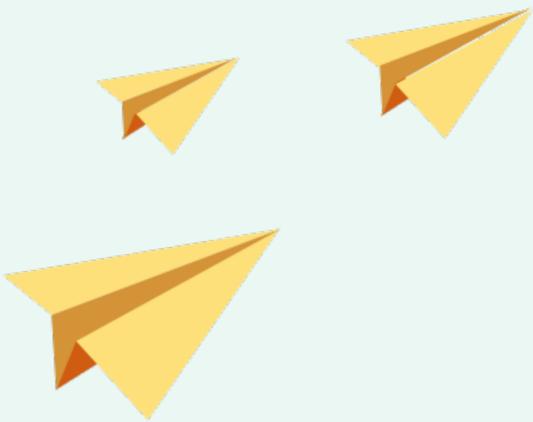
Pulse Feedback makes it easier for everyone in the company to do a good job





Why Team Feedback?





We developed Team Feedback while working for a large corporation. Their employee survey was painfully long.

They used a classic approach and asked employees about every detail that could potentially affect their satisfaction and engagement. This resulted in very long questionnaires and completing the survey was a painfully tedious experience.



The results were not actionable and therefore improvements were very difficult to make

The survey results were communicated through high-level presentations that made it difficult for almost everyone in the company to learn from it – let alone to initiate meaningful and effective improvements to employees' current work environment, which was the actual goal of running the survey in the first place.

What if there was a tool that makes it easier for everyone in the company to do a good job?

A fast and simple solution that makes it easy for everyone in the company to ...

- Communicate what prevents them from doing a good job
- Find out what is currently going well and what needs improvement
- Identify and implement measures that lead to tangible improvements

We could not find such a tool – so **we created one ourselves.**



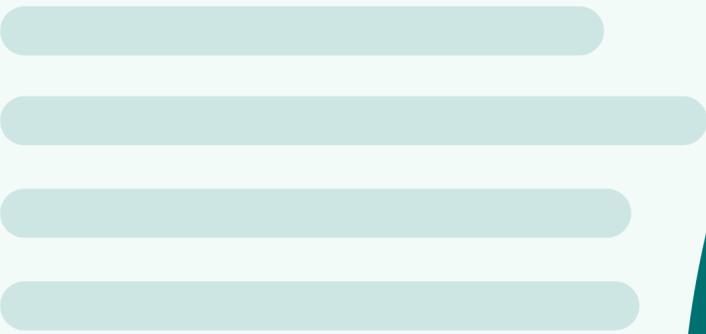
Insight #1

For effective improvements to happen, the feedbacks must be available to everyone in the company

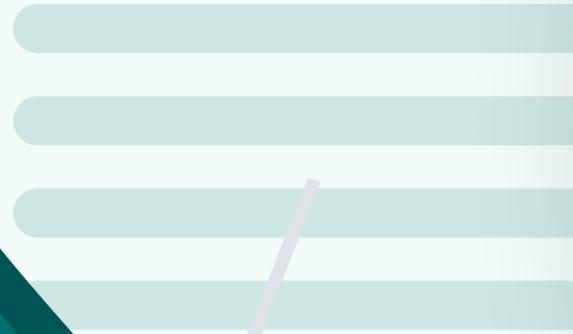
Employees' feedbacks are best understood by their peers. They are in the best position to evaluate them in context, identify root causes and make effective improvements. Feedback must thus be available to everyone in the company – in a format that allows for further discussion.



What I like



What I wish



Insight #2

Text is more actionable than numbers

Employee feedback is usually gathered with surveys that focus on ratings rather than written comments. While quantitative data is easier to gather and analyse, the underlying causes that drive the ratings are usually found in the comments. Our goal was thus to obtain as much written feedback by employees as possible.

Insight #3

The period between giving feedback and experiencing change must be as short as possible

“[E]mployees want to express their views on surveys and are frustrated if their opinions are not utilised.” (Klein et al., 1971). Therefore, it is key that employee feedback is acted upon as quickly as possible. As changes in companies are happening faster and faster, employees’ feedback has a short “expiration date”.

Klein, S. M., Kraut, A. I. & Wolfson. A. (1971). Employee Reactions to Attitude Survey Feedback: A Study of the Impact of Structure and Process. *Administrative Science Quarterly*, 16(4), 497-514.





Team Feedback helps teams improve their collaboration and work environment

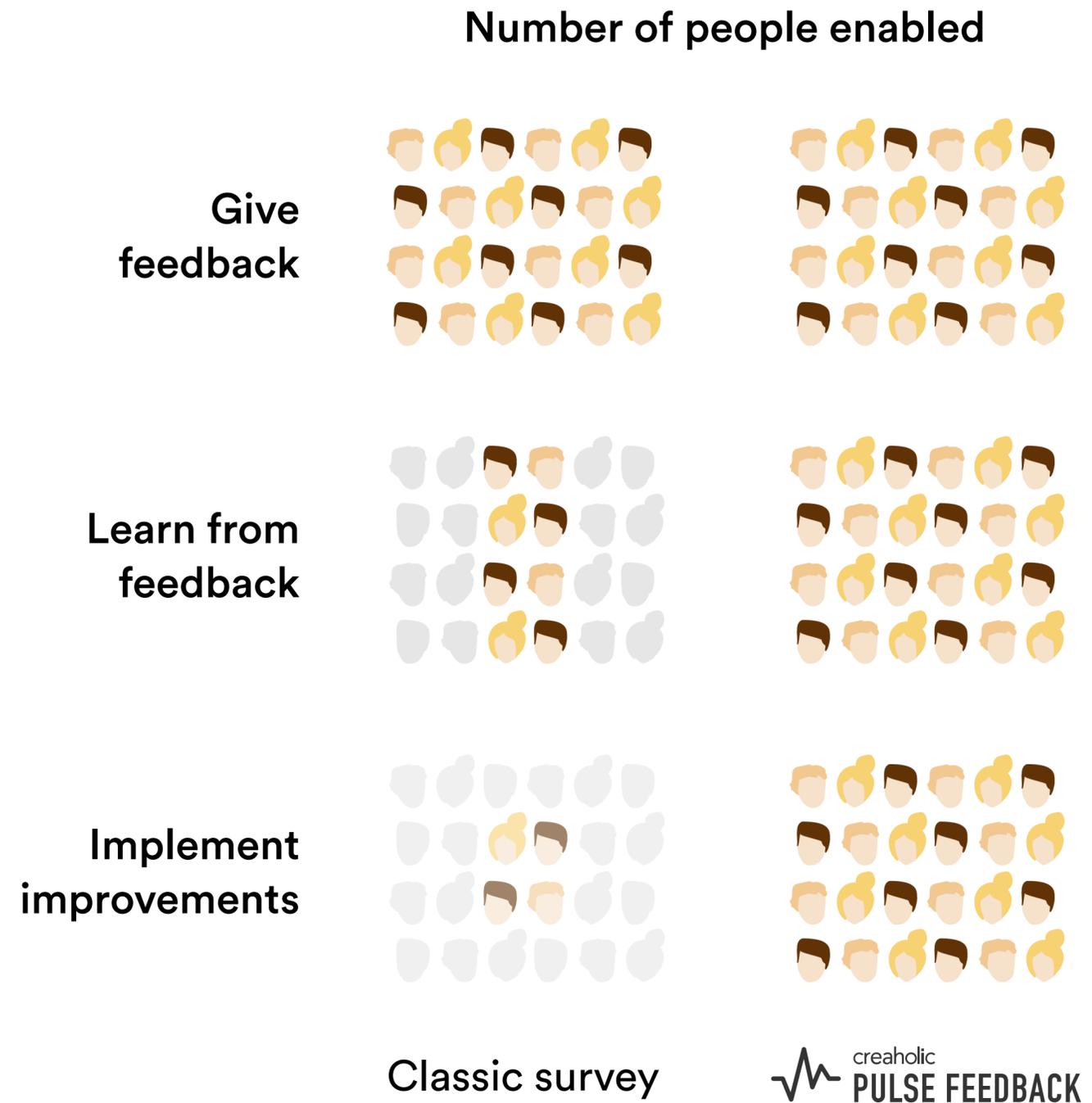
By enabling teams to not only give but also work with their feedback continuously, Team Feedback promotes an open feedback culture that helps teams to identify and remove barriers in their daily work.



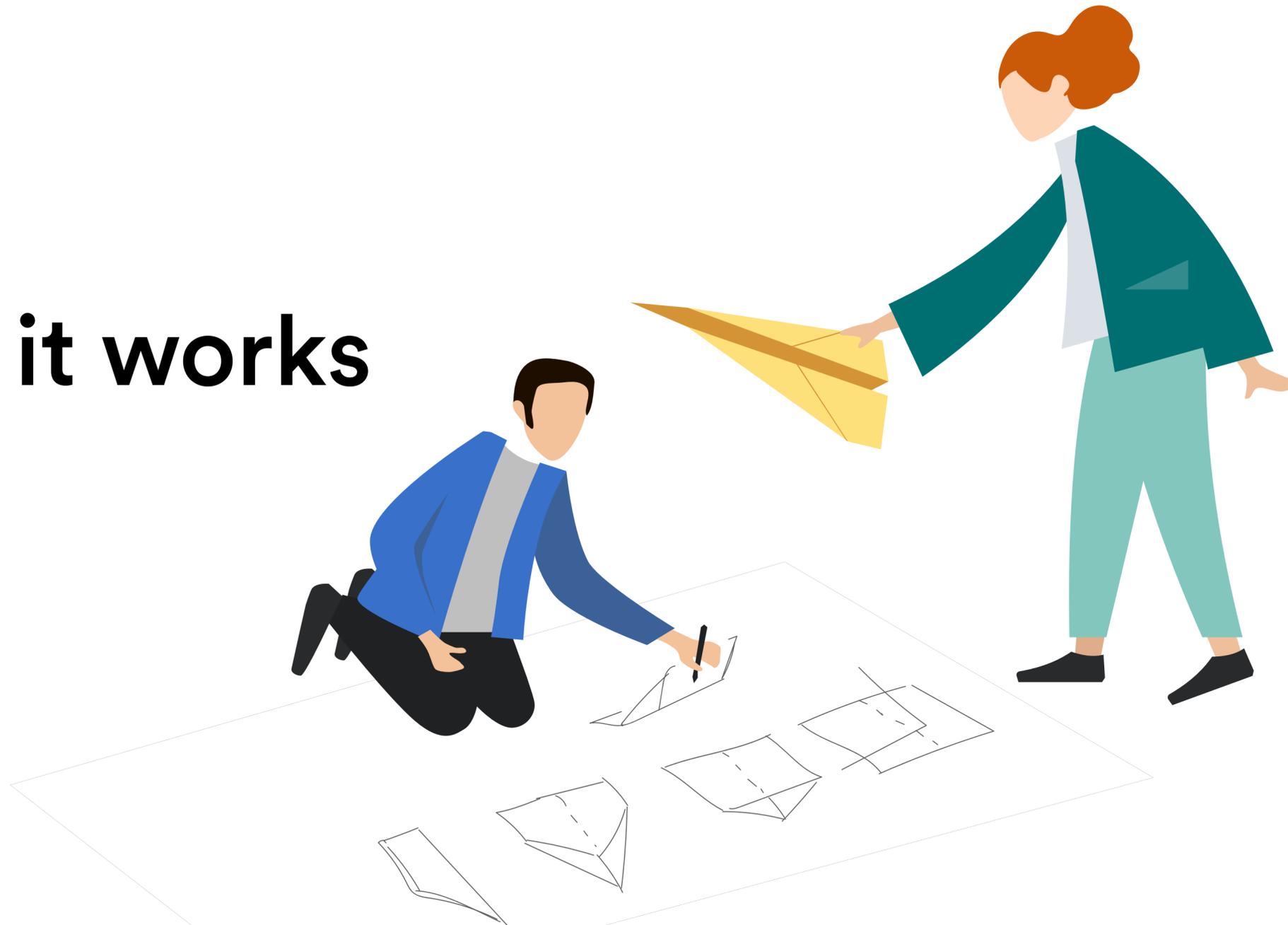


Team Feedback enables every employee to make improvements

With classic employee surveys, most employees are asked to give feedback. However, only a small group of people can actually learn from the feedbacks and even fewer people are involved in defining and implementing improvements. Team Feedback enables the whole organisation to learn from the feedbacks and involves everyone in making improvements happen.



How it works



Start here



1 Receive survey



2 Give feedback



I currently have everything I need to do a good job.

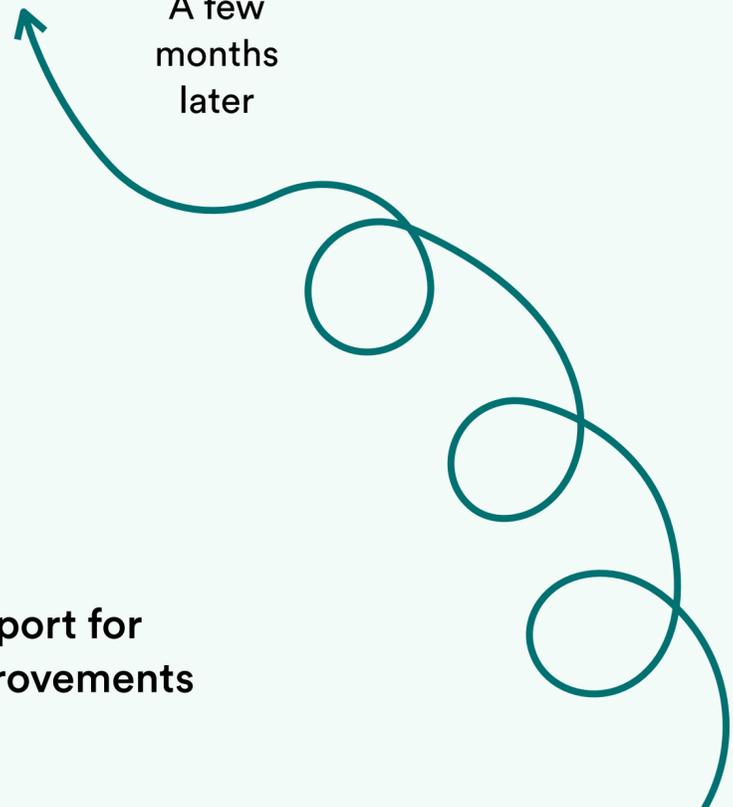


What I like...

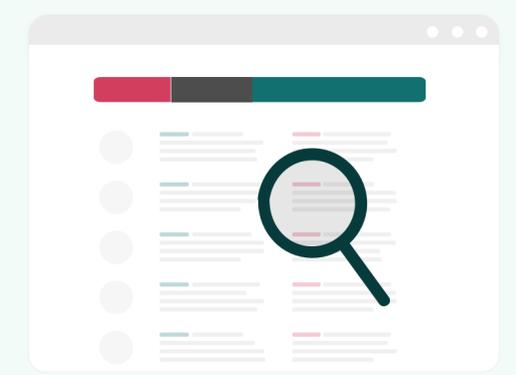
What I wish...

Form with input fields for 'What I like...' and 'What I wish...'

A few months later



3 View results



The results are available immediately.



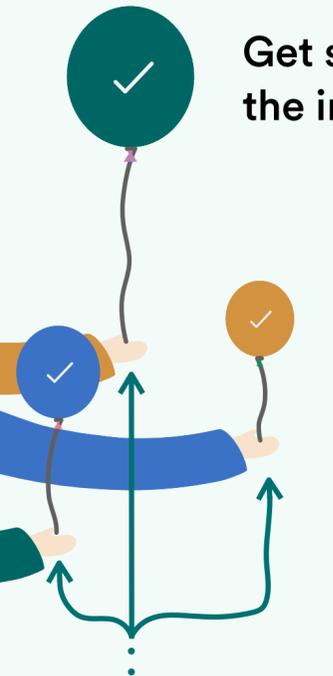
4 Discuss the results with the team



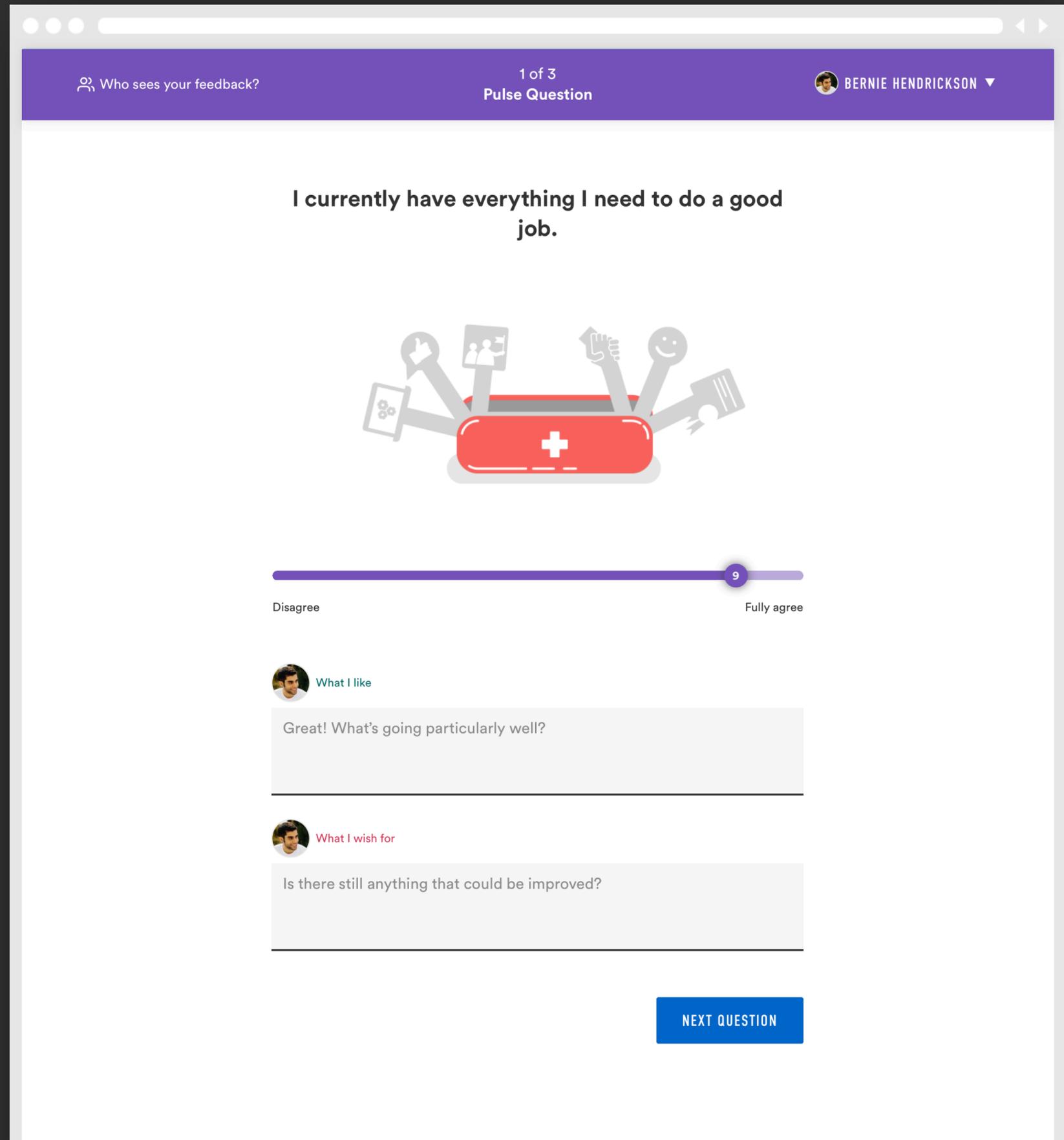
5 Implement improvements



Get support for the improvements



The survey is playful and emphasises comments – both **positive** and **critical**.



The screenshot shows a survey interface with a purple header. On the left, it says "Who sees your feedback?". In the center, it says "1 of 3 Pulse Question". On the right, there is a user profile for "BERNIE HENDRICKSON". The main question is "I currently have everything I need to do a good job." Below the question is a red pill-shaped button with a white cross, surrounded by various icons representing different aspects of a job. A progress bar below the question shows a score of 9, with "Disagree" on the left and "Fully agree" on the right. There are two comment sections: "What I like" with the text "Great! What's going particularly well?" and "What I wish for" with the text "Is there still anything that could be improved?". A blue "NEXT QUESTION" button is at the bottom right.

Who sees your feedback?

1 of 3
Pulse Question

BERNIE HENDRICKSON

I currently have everything I need to do a good job.

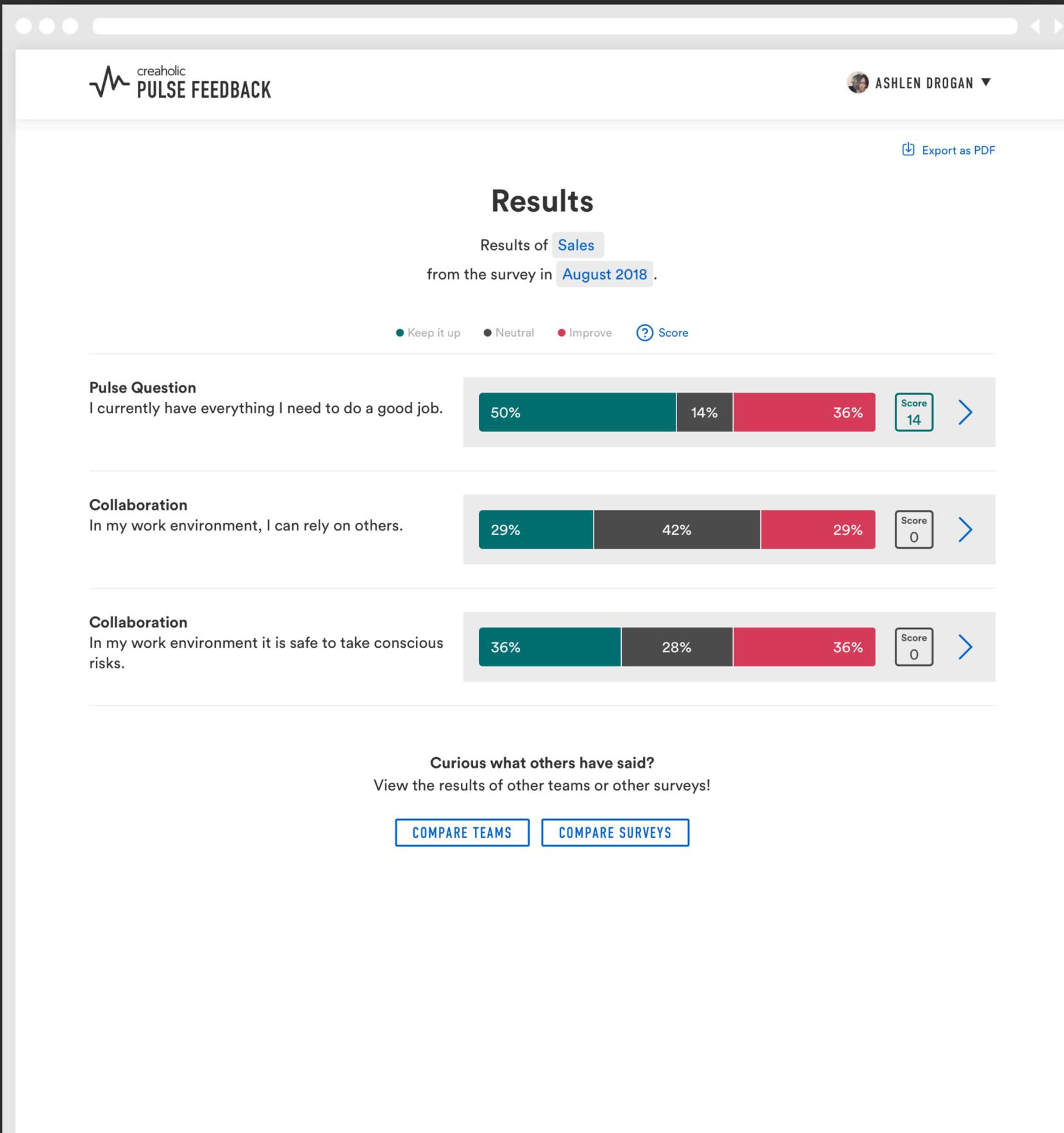
Disagree 9 Fully agree

What I like
Great! What's going particularly well?

What I wish for
Is there still anything that could be improved?

NEXT QUESTION

Survey results are displayed on a dashboard that is **accessible** to **everyone**.



Comments are shown to **team members** with name and picture.



Navigation: < To the overview | User: ASHLEN DROGAN

9 comments

 Viv Wilmore Online	What I like I like that get to bring my dog to work, it makes me feel wonderful. I also enjoy the new coffee corner that seems be cleaner and more modern than the last one we had. 	What I wish for	
 Barbe Vodden Online	What I like	What I wish for not really. feeling a lack of appreciation for my work from my management 	
 Fallon Bowlas Online	What I like I like that there is very little hierarchical structure within the company, that allows for open discussions and considerations across all levels of experience 	What I wish for I wish that there were more opportunities for co-workers to socialize in a non-work environment 	
 Gifford Simcoe Online	What I like	What I wish for I wish that there was more regularity in workload and that milestones are communicated to the entire company to increase transparency 	
 Rowen Dutteridge Online	What I like I like that there is very little hierarchical structure within the company, that allows for open discussions and considerations across all levels of experience 	What I wish for I wish that there were more opportunities for co-workers to socialize in a non-work environment 	
 Vanna Gubbin Online	What I like I like that there is a good work-life balance in the company, and that flexible working hours and place are absolutely tolerated 	What I wish for I wish that our company would increase its international footprint, to improve company presence as well as giving its employees the possibility to work on a diversified range of projects 	
 Gawen Huffey	What I like I like that we have weekly meetings to be updated on the current projects happening in the company	What I wish for our company would increase its international footprint, to improve company presence as well as giving its employees the	



Comments are also visible to everyone else in the company – in **anonymous form.**

< To the overview ASHLEN DROGAN ▾

31 comments

Someone at Demo	What I like The great team spirit! 👍	What I wish for A little less complicated collaboration. Less planning, more getting things done. 👍	⋮
Someone at Demo	What I like I really love my job. I almost can't believe that I'm paid for what I can do everyday. 👍	What I wish for A little more clarity regarding the overall direction of our company. What's the dent we want to make in the universe? 👍	⋮
Someone at Demo	What I like Cool people, cool projects. I also really appreciate how our management supports us in our daily work. 👍	What I wish for More information on decisions and changes in direction. If I don't know what the overall goal is it is difficult to make sound decisions. 👍	⋮
Someone at Demo	What I like Almost everything! 👍	What I wish for Tools that are a little more state of the art. It is hard to accept that I lose time and efficiency because I have to wait for updates to be installed without warning, tools that are hard to understand and workarounds that need to be invented. 👍	⋮
Someone at Demo	What I like The collaboration in my team is great! 👍	What I wish for I wish people would stick a bit more to the deadlines we agreed on. 👍	⋮
Someone at Demo	What I like Happy with the current setup at work 👍	What I wish for Would like more freedom to work from home 👍	⋮
Someone at Demo	What I like I am super happy here 👍	What I wish for Great team and I wish the quality of everyone's work would be bit more top notch 👍	⋮



A powerful AI text analysis lets you identify the most **frequently mentioned** topics.

The screenshot displays a web interface with a filter overlay at the top. The overlay includes a 'Language' section with buttons for German (2), French (0), English (29), and Italian (0). Below it, 'Frequent likes' are listed as 'little hierarchical structure', 'open discussions', 'current projects', and 'company', with a 'Show more' dropdown. 'Frequent wishes' are listed as 'opportunities', 'company presence', 'co-workers', and 'projects great team', also with a 'Show more' dropdown. The main content area shows a list of 31 comments. Each comment is accompanied by an AI-generated insight, split into 'What I like' and 'What I wish for'.

Comment	What I like	What I wish for
Someone at Demo	The great team spirit!	A little less complicated collaboration. Less planning, more getting things done.
Someone at Demo	I really love my job. I almost can't believe that I'm paid for what I can do everyday.	A little more clarity regarding the overall direction of our company. What's the dent we want to make in the universe?
Someone at Demo	Cool people, cool projects. I also really appreciate how our management supports us in our daily work.	More information on decisions and changes in direction. If I don't know what the overall goal is it is difficult to make sound decisions.
Someone at Demo	Almost everything!	Tools that are a little more state of the art. It is hard to accept that I lose time and efficiency because I have to wait for updates to be installed without warning, tools that are hard to understand and workarounds that need to be invented.
Someone at Demo	The collaboration in my team is great!	I wish people would stick a bit more to the deadlines we agreed on.
Someone at Demo	Happy with the current setup at work	Would like more freedom to work from home

Personalised e-mails inform the teams about their key results.



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PULSE FEEDBACK



Hello Nils,

The current Pulse survey is complete. Good news! Your team rated the current situation positively.

Now it's time to have a look at the results, like the comments of others you agree with and-most importantly-discuss the feedbacks with your team. Here are a few particularly interesting results for your team **Sales Agents**.



Considerably above average

With 57% rating the question **Dealing with conflicts** a 9 or a 10, your team has considerably more positive voices than on average.

WHERE CAN OTHERS LEARN FROM YOU?



Most critical question

The most potential for improvement is seen for the question **Collaboration across divisions** which was rated between 1 and 6 by 41% of the people in your team.

FIND OUT WHERE IMPROVEMENTS ARE NECESSARY



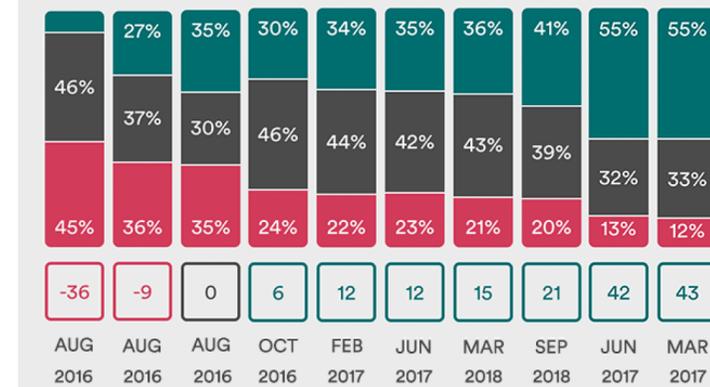
Export as PDF

Results

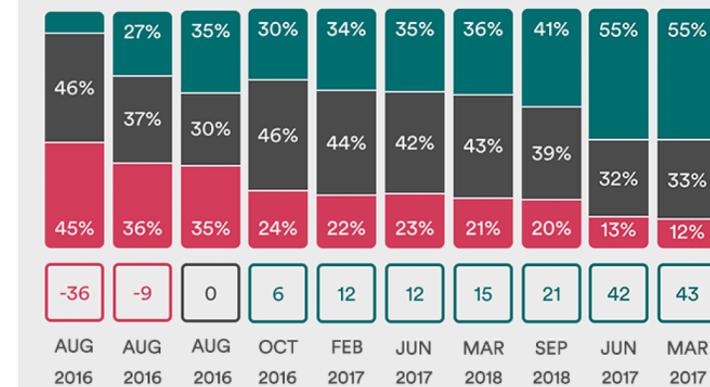
Results of Sales from 10 surveys between February 2017 and September 2018.

Keep it up Neutral Improve Score

Pulse Question
I currently have everything I need to do a good job.



Collaboration
In my work environment, I can rely on others.



Collaboration
In my work environment it is safe to take conscious risks.



Track progress over time.



[Export as PDF](#)

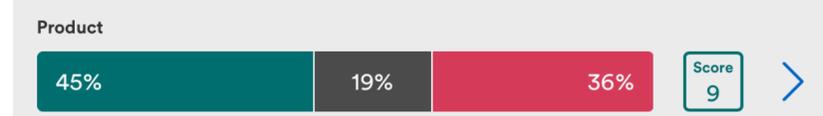
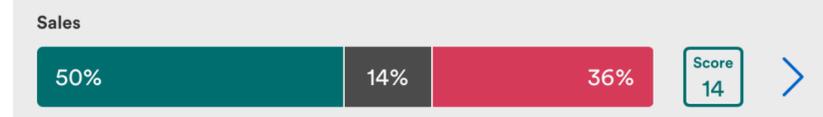
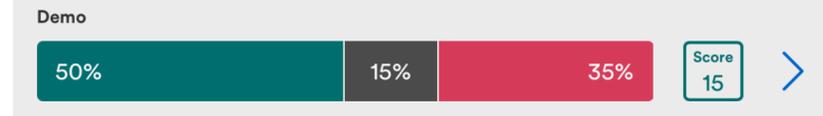
Results

Results of **Demo and 2 other teams**
from the survey in **August 2018**.

● Keep it up ● Neutral ● Improve ⓘ Score

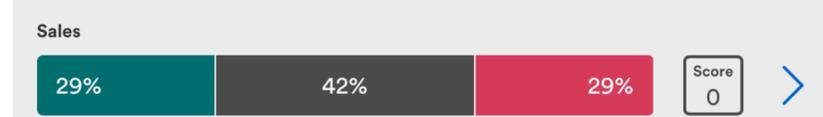
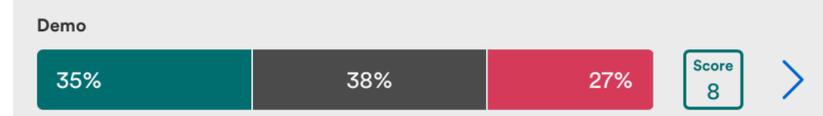
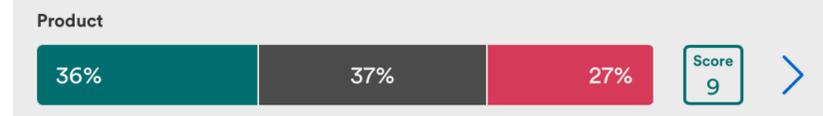
Pulse Question

I currently have everything I need to do a good job.



Collaboration

In my work environment, I can rely on others.



Collaboration

In my work environment it is safe to take conscious risks.



Compare team scores side by side.



We also provide **materials** to assist teams in working with the results.

Pulse makes it easier to do a good job
... if you work with the feedback in your team.

The bottomup employee survey

Preparation

- Setting up the meeting and instructing participants
- Who moderates the discussion?
- How much time should we set aside for this?
- Which room is suitable?
- What equipment do we need?
- What do the participants have to do before the workshop?

Results workshop

- 1 Getting started**
How do we agree to an open discussion?
What are the goals of the meeting?
- 2 Reflecting on the feedback**
How do we feel about the feedback?
What do we want to understand better?
- 3 Defining and understanding topics**
Which topics do we want to address?
What have we observed concretely? How does it manifest itself? Why is it happening?
- 4 Defining actions**
Why should it change? How should it look like?
Which activities should we keep, change, stop and start doing?
Who could support us with this? E.g. your manager, HR, people working on the topic in question
- 5 Debriefing**
How did it go?
What could we do better next time?

Implement

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Pulse results workshop
Print me out on A0 and start the discussion.

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Scores
Print your team's scores and stick them here.

First insights

Prepare before the workshop!
Read the comments and make notes: What confirmed your assumptions? What surprised you? What would you like to understand better?

creaholic PULSE FEEDBACK

WHY PULSE? SOLUTIONS RESOURCES PRICING REQUEST A DEMO

Implement measures
Is your team facing challenges? Don't worry. We've got you covered! We've collected a set of tools to address common team challenges. These tools will help you to have a constructive team discussion, prioritise actions and grow as a team.

Help / Team feedback / Implement measures

Team cohesion
Do you feel like there's enough recognition and appreciation in your team? Can your team constructively handle conflicts, and do you feel safe talking about difficult issues? Do you have sufficient physical, emotional and psychological resources to do your job?
To achieve team cohesion, trust is essential. Therefore, create transparency by listening to the perspectives of your team members and discussing your viewpoints.
Here are a couple of tools to help you improve your team's climate.
[DISCOVER TOOLS](#)

Goals, roles & responsibilities
Do you wish that there were more flexibility and autonomy when it comes to setting tasks and goals? Are overarching goals communicated appropriately? Do you agree with the values and the path taken or is there confusion in the team?
By setting clear goals, roles, tasks and responsibilities, you create a solid basis for an engaged team and excellent performance.
These tools make it easy to define goals, roles and responsibilities in your team.
[DISCOVER TOOLS](#)

Team collaboration
Does your team work collaboratively? Do you regularly exchange information with your colleagues? Are the roles and responsibilities of all team members clear? Does the current feedback and error culture make it possible to work constructively and find solutions to problems that arise?
There can be a lot of obstacles when it comes to collaboration. Unclear responsibilities often result in unreliability. A solid organisation in your own team is key. Regularly question your roles and processes and find out in which areas your team can improve.
If you want to work on your team collaboration, use one of the tools we've prepared for you.
[DISCOVER TOOLS](#)

Tools & processes
How do you like the tools and processes that you are using every day? Too many tools can unnecessarily make you lose lots of time, and so do complex processes. Is there room for simplification? Do you have technical issues?
Evaluate and analyse possible improvements and discuss them in detail with your colleagues. Or seek inspiration from other teams that work efficiently with their tools and processes.
If you want to improve your tools, processes or both, here are measures to help you do so.
[DISCOVER TOOLS](#)

How you can use Team Feedback?



Increase employee engagement

Uncover the factors that promote or hinder employees' engagement for the company and make it easier for everyone to do a better job.

[LEARN MORE](#)



Drive company transformation

Guide small and significant changes in your company in a targeted manner and continuously lead employees through the ups and downs of the change process.

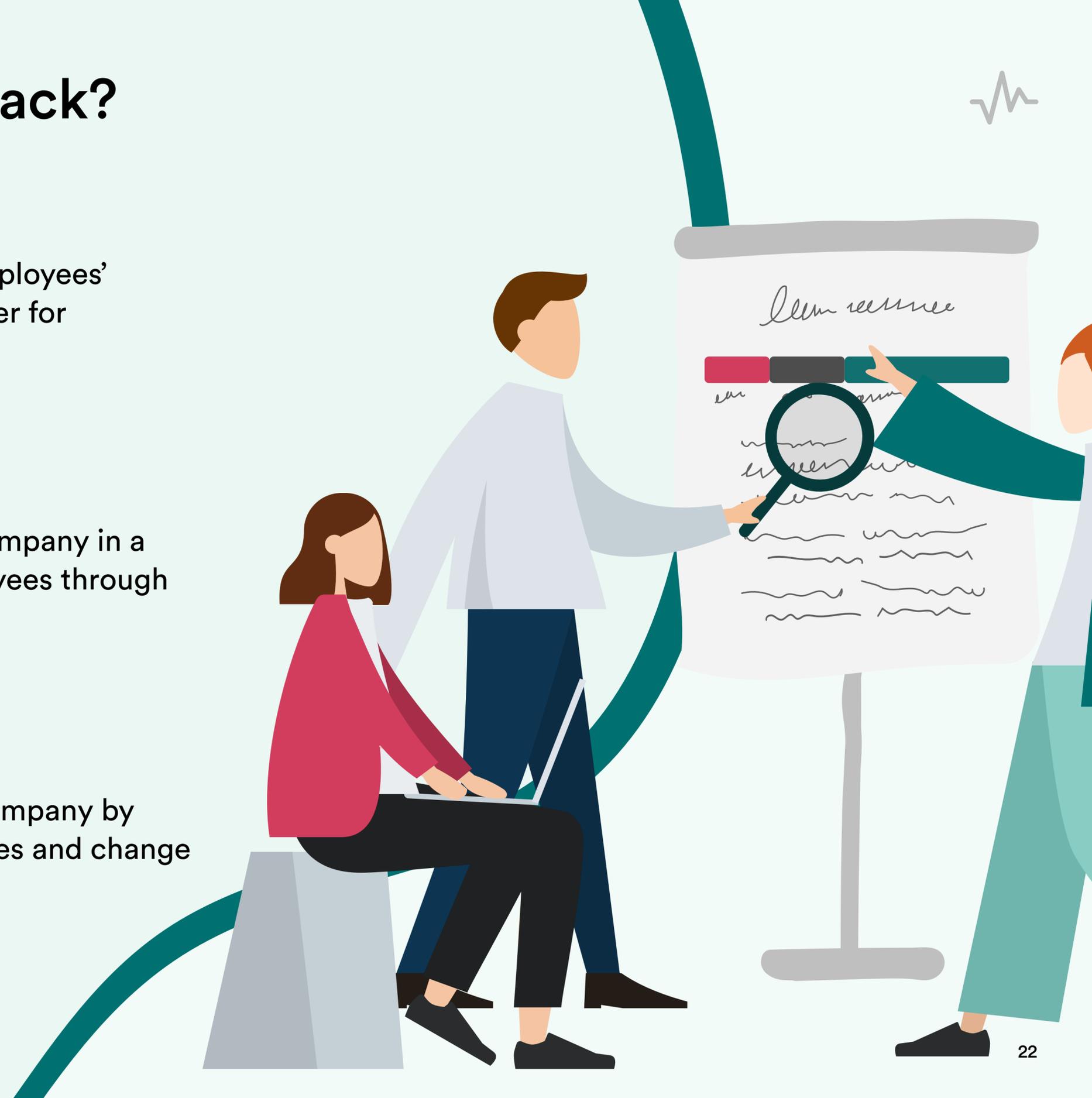
[LEARN MORE](#)



Develop corporate culture

Sustainably embed cultural initiatives in the company by enabling teams to continuously reflect on values and change behaviour patterns.

[LEARN MORE](#)



What makes Team Feedback unique?



Everyone is implementing improvements

Team feedback is a bottom-up approach: It gives the teams the opportunity to work directly with the feedback and to implement improvement measures.



Improvements happen in realtime

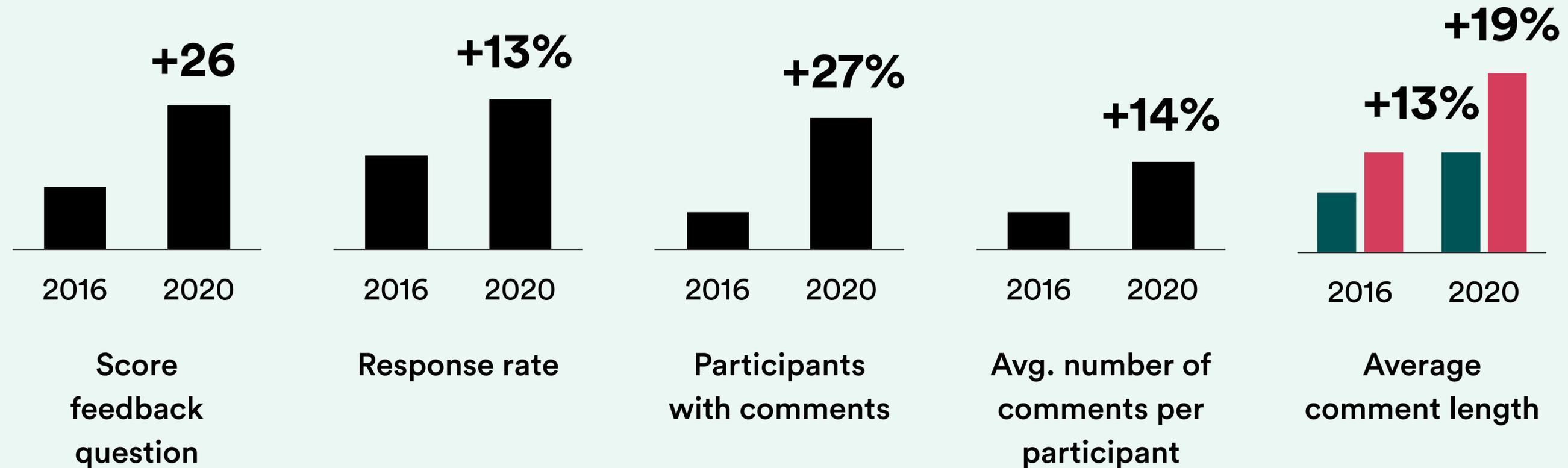
With Team Feedback, many teams start working with the results as soon as they see them - and often even before the end of the survey.



An open and constructive feedback culture is established

To allow teams to discuss the feedback openly, Team Feedback displays the comments with the author's name and picture. The comments are also visible to the entire company, but in an anonymous form.

With Team Feedback, you can measurably increase the feedback culture



■ Positive comments

■ Critical comments



Why Pulse is transparent



Why does Pulse rely on open feedback within the teams?

Anonymous surveys have many disadvantages, as experience with many companies shows. The most critical factor is that anonymous surveys make working meaningfully with the results challenging.

In Pulse, the comments within the teams are displayed with names and pictures, and they are anonymous outside the team. The ratings are only shown in the form of team scores (see details on the right).

There are many good reasons for openness ...

- **A catalyst for constructive feedback:** my approach is more deliberate when I know that others can see my feedback. How should I formulate it so that it's as valuable as possible for the recipients?
- **The basis for discussions:** only when feedback is transparent do constructive discussions with the relevant people arise, and concrete improvements are implemented.
- **Equal rights for all:** employees and managers see each other's feedback. There's no imbalance within the company and less influence on groups through targeted control of information.

... and anonymity has many disadvantages

- **“Kill the messenger”:** with an anonymous survey, the company implicitly communicates that it's dangerous to share one's thoughts openly.
- **“Witch hunt”:** attempts to identify the authors of negative comments (e.g., based on writing style, language, etc.). Other team members are held in kinship and blamed for statements made by others.
- **Blowing off steam:** anonymity encourages people to blow off steam, get rid of frustrations, and exaggerate. Such feedback is rarely the basis for practical improvements because they're formulated too generally, and concrete observations, wishes and impactful contributions are omitted.



Where

Hosting, security & privacy





Pulse is ready immediately for use and runs on all end devices

Pulse runs as SaaS in the cloud and is entirely web-based. Thus, no installation is required, and the first survey can start within a few days. Pulse runs on all common browsers and end devices. It's possible to log in with the company password via an SSO connection.

Our support is available if you face technical problems contrary to our expectations. (Monday-Friday, 9 am-5 pm).



Security & data protection



The security and privacy of your data are essential to us. We treat your data with the highest data protection standards. The most important points are listed here.

We'll be happy to provide additional details upon request.



Where's your data stored?

Pulse operates in data centres with the highest security standards in the Amazon Web Services ("AWS") in the EU (Frankfurt and Dublin). Amazon Web Services is ISO/IEC 27001, 27017, 27018 and 9001 certified.



Does Pulse comply with data protection regulations?

Pulse complies with the EU Data Protection Basic Regulation (DSGVO) and the Swiss data protection laws.



What do we do internally to protect your data?

[Our partners](#) and we are trained in data protection and handling sensitive and personal data. All the employees are bound to secrecy, and we've concluded a data processing contract (ADV) with all our partners.



Is my data protected against loss?

Pulse has implemented the relevant protection mechanisms for your data and the operation of your Pulse license with a double server infrastructure — a reserve system and backups. According to the latest security standards, all the backups are encrypted and stored on several physically separate and redundantly mirrored data storage devices.



Is my data encrypted?

All the data and entries transmitted during your registration, your account access and usages are encrypted according to the latest security standards, as are all the participants' and surveys' data.

Encrypted databases and backups protect your data from unauthorised access and data loss. We use encryption when sensitive information or data is sent — both for internal communications and when contacting you.



What type of data is processed?

Personal data is processed when using Pulse. The data involves:

- Participant data (first name, last name, e-mail, team membership, etc.)
- Survey data (rating, comments on the questions)
- Usage data (page impressions, etc.)

The Pulse team only looks into the data about participants, usages, and surveys you provided within a consulting mandate framework. Pulse exclusively processes the data to fulfil the contract.



**Team Feedback makes it
easier to do a good job!**



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PULSE FEEDBACK

Questions or feedback?

team@start-pulse.com

Ein Produkt von  creaholic