

What you should know about
Pulse Surveys for Life Science Organizations



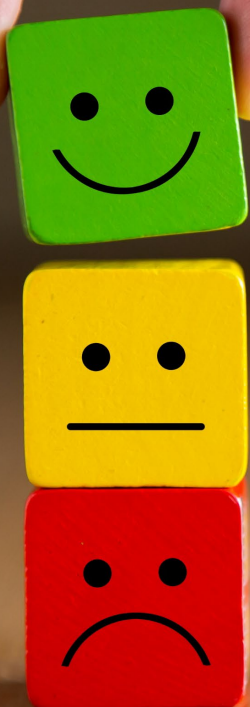
From the Thinkers and Makers at **geniopath**[™]
a division of ZBglobal



What is it?

A PULSE SURVEY is a short set of questions (approx. 3-5) in which you regularly ask your workforce what they think about a specific topic.

- A pulse survey does what its name implies – it checks the “pulse” of the organizational climate. It is a succinct and agile feedback method designed to provide your company with quick, real-time insights into a topic of particular importance.
- Feedback is measured through shorter, more frequent check-ins. In other words, if the organization needs to get their proverbial finger on the pulse of their company, this type of survey will do that.



It's Like Checking Blood Pressure



How often you check the organizational pulse depends on what data you need to evaluate.

Think of it like having high blood pressure where the doctor has prescribed medication to lower it.

Getting regular readings alerts the physician to whether the medication regimen is working. An individual may feel symptoms but doesn't necessarily know what, if any, health danger exists unless they keep tabs on what's happening.

The same can be said for an organization where the "pace and change pressure" needs to be monitored to see what is, and isn't, working. The company needs to know how current measures underway are impacting the workforce.

When to conduct pulse surveys comes down to the organization striking a balance between gaining participant feedback for those need-to-know topics while weighing it against the potential for survey fatigue.

Pulse Surveys:

4 Key Ingredients

FEATURE 1

SPECIFIC

> One Topic At a Time

FEATURE 2

SUCCINCT

> Short (Typically 3-5 Questions)

FEATURE 3

FREQUENT

> Regular (Monthly or Quarterly)

FEATURE 4

MEANINGFUL

> Captures Pertinent Feedback

Why Use Them?



Employees Feel Heard

People are much more likely to stay with the company (and even recommend them) if they believe their feedback matters.



Acts as an Alert System

Gives you timely data to stay on top of how workers are responding to changes underway.



Influences Course Correction

Rather than waiting a year to determine if a course of action has worked, pulse surveys can provide more immediate data.

Ways Pulse Surveys are Used



Engagement

Augment annual or biennial (every two years) engagement assessments.



Change

Provide quick assessments in how team members are responding to new initiatives.



Values

Track how company values are being communicated and modeled.



Measurements

Assess those items important to the executive team.



Questions to Answer Before You Take the Company's Pulse

1

What workforce feedback do you need right now that could influence an important topic underway or being considered?

2

What bandwidth does the company have to quickly respond to the feedback received and how likely will they use it?

The Unique Nature of Life Science Organizations

Highly Specialized Skills

Professionals in this industry are typically highly trained. Their engagement is deeply tied to the impact of their work where they are driven by the mission of making groundbreaking scientific discoveries to benefit humankind.

Research-Centric

Innovation and exploration are fundamental in these organizations. Employees have a greater propensity for change as they look for ways to individually, and collectively, contribute to scientific knowledge.

Regulatory Complexity

Life science professionals operate in a heavily regulated environment where even minor changes in protocols can have significant implications. This makes their outlook on change initiatives distinct and one where caution is exercised.

Collaboration

Cross-functional teamwork is common in life science settings as members often collaborate with experts from various scientific disciplines. Their outlook on engagement and change initiatives is influenced by the need for effective interdisciplinary connection.



Many life science professionals respect peer review as a function of evaluation.

Critique is an expected behavior with many thinking the company not only wants their feedback but *needs* it.



If you ask for feedback, be ready to respond promptly.

When highly skilled individuals are asked for their feedback, they expect timely and honest responses. Failure to do so almost certainly equates to diminished engagement including the likelihood of less participation in future surveys.



Build in time for proper review.

Not every survey requires action, but every survey demands a response. Think of potential survey results in advance and consider possible strategies (including communication) that may be required to act upon.

#1

Pulse Survey Case Study in a Life Science Setting

A biotechnology company located in the U.S. Southwest successfully incorporated pulse surveys as part of its employee engagement strategy.

Over a 12-month period, the company saw a 15% increase in employee engagement scores, which was attributed to the following:

1. Frequent pulse surveys helped identify and address lab equipment issues swiftly, leading to improved research productivity.
2. Agile adaptations based on feedback led to a 20% decrease in project delays.
3. Researchers reported increased job satisfaction due to open communication channels facilitated by pulse surveys.

15%

Increased Engagement

20%

**Decrease in Project
Delays**



#2

Pulse Survey Case Study in a Life Science Setting

A pharmaceutical company located in the U.S. Midwest successfully incorporated pulse surveys to monitor changes and engagement initiatives.

Over the course of a year, the use of pulse surveys played a significant role in addressing issues which led to the following:

1. A 17% reduction in turnover rates.
2. A 20% increase in customer satisfaction scores.
3. A 10% boost in productivity, notably in research and development departments.

17%

Reduction in Turnover

20%

**Increase in Customer
Satisfaction**

10%

Productivity Boost



#3

Pulse Survey Case Study in a Life Science Setting

An organization considered to be a leading nonprofit global competition and accelerator for medical devices, digital health and diagnostics entity (with locations worldwide) successfully incorporated pulse surveys to monitor changes and engagement initiatives.

Conducted monthly, the use of pulse surveys were thoughtfully designed to pinpoint areas where workforce feedback was crucial.

1. A 10% increase in employee engagement scores.
2. A 15% improvement in the efficiency of internal communication.
3. A 12% decrease in employee turnover rates, particularly in product development roles.

10%

Engagement Increase

15%

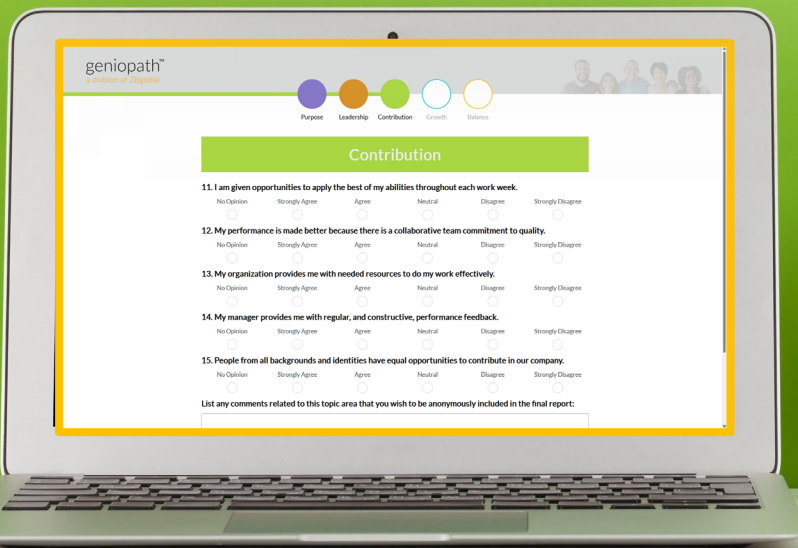
**Improvement Internal
Communication**

12%

Decrease in Turnover



Pulse Question Examples



Engagement

Do you believe you and your manager regularly engage in meaningful conversations about your work?

Are you having regular conversations with your manager to align your work with development and/or career goals?

Are you being encouraged to find a mentor to enhance your knowledge and skills?

Change

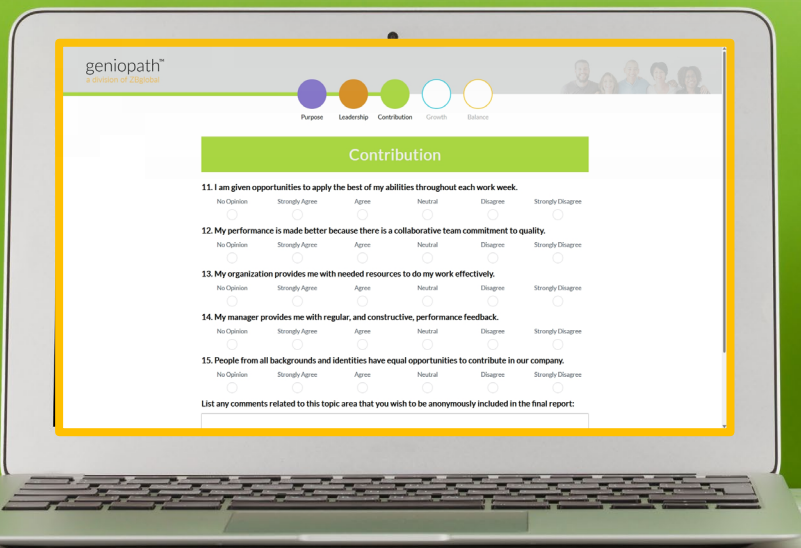
Do you understand the reasons behind the recent (XYZ) changes introduced?

Were you adequately prepared for recent changes?

Does the company regularly communicate significant changes being considered for implementation?

Do you believe recent changes have positively impacted your job?

More Pulse Question Examples



Communication

Do you believe you have access to training for ways to improve your communication?

Are you confident in your ability to hold difficult conversations?

Are you seeing company values consistently communicated and modeled from those holding leadership positions?

Have you ever shared personal examples of what the company's values mean to you?

Remote Work

Do you believe you are supported by your manager to work remotely?

Do you, and your team, effectively (and consistently) collaborate on virtual platforms?

Are you provided with effective tools and resources to do your job?

Are opportunities built in allowing you to attend face-to-face meetings with co-workers?

About geniopath™

Genio. Latin for genius.

The team behind Geniopath is comprised of thinkers and makers who bring more than two decades of real-world experience applying behavioral science to how today's workforce engages, connects, communicates and performs.

With a mission to reimagine how work gets done in an age of global change, Geniopath guides today's professional, and the organizations they serve, to be future-ready.

Specializing in Life Science organizations and calling Southern California home.

Geniopath is a division of ZBglobal.

Learn more about Pulse Surveys and other ways to engage, build, and inspire your organization to be future-ready.

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