

Tenets of Impactful Employee Listening

01

Surveys are the starting point, not the final answer

- Annual surveys help identify trends but often miss the why
- Use surveys to flag themes, dig deeper with human conversations and ERG insights
- Combine survey data with AI for faster, more-nuanced sentiment analysis

02

Meet employees where they are

- In-person listening tours can reveal misaligned messaging and underused channels
- Frontline employees prefer relevant, timely and local content
- For frontline employees, walk the floor, wear the gear, ask open-ended questions and keep an open mind

03

Empower managers & ERGs

- Managers are key conduits for cascading and collecting information
- Equip them with easy-to-share, timely messages
- ERGs are safe spaces for honest feedback, cultural insight, crowdsourced solutions
- ERGs often go beyond identifying problems to co-creating and amplifying fixes

04

AI elevates human listening

- AI is a partner, not a replacement, for empathy and curiosity
- Use tools like Co-Pilot, Gemini or your intranet's native AI to:
 - Transcribe and summarize feedback in real time
 - Analyze emotion and sentiment
 - Identify trends quickly and take faster action

05

Create a culture of listening

- Build trust through ongoing and visible action
- Highlight and celebrate employee ideas to inspire participation
- Think beyond issues and listen for what's working to build or replicate success