

2017 PERCEPTYX INNOVATION CONFERENCE

To Pulse or to Census: That is the question

From Ritual to Impact

A different approach to employee surveying

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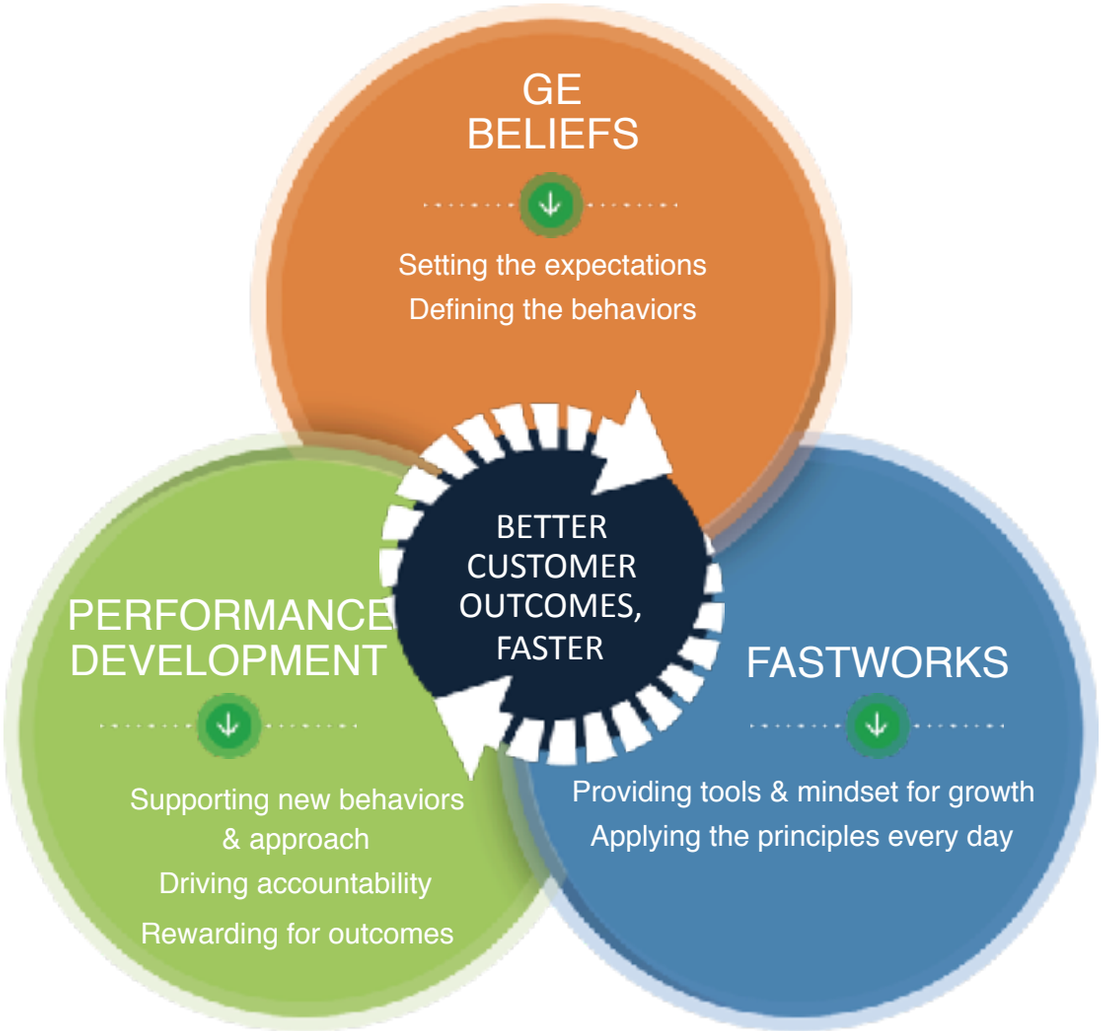
March 8, 2017

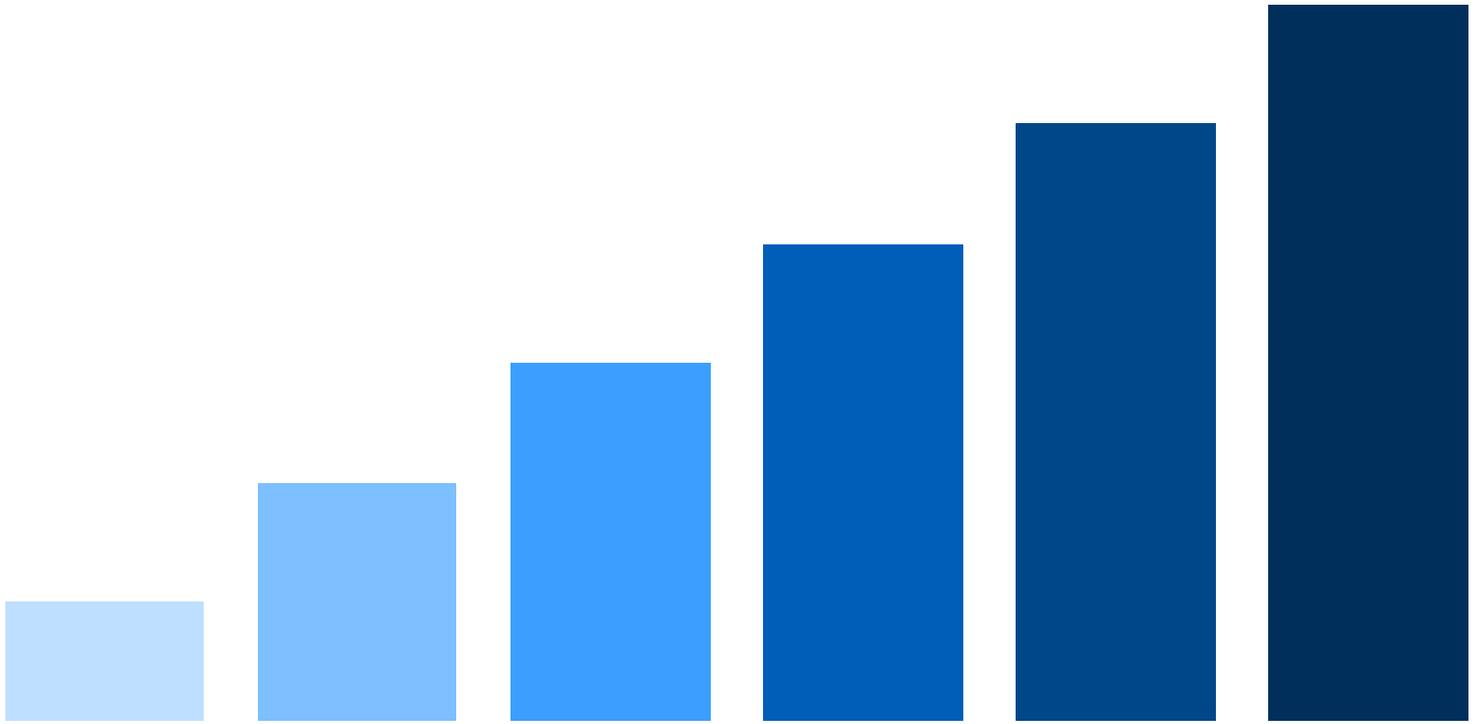
2017 Perceptyx Innovation Conference

Agenda

1. Brief background and context
2. Challenging assumptions about surveying
3. Culture Compass

Cultural enablers @ GE





Accelerate change

FOCUS on OUTCOMES.

ACTIVITY does not equal IMPACT.

“Received Doctrine” (Barrett, 1972)

A concept accepted as true without any empirical support.

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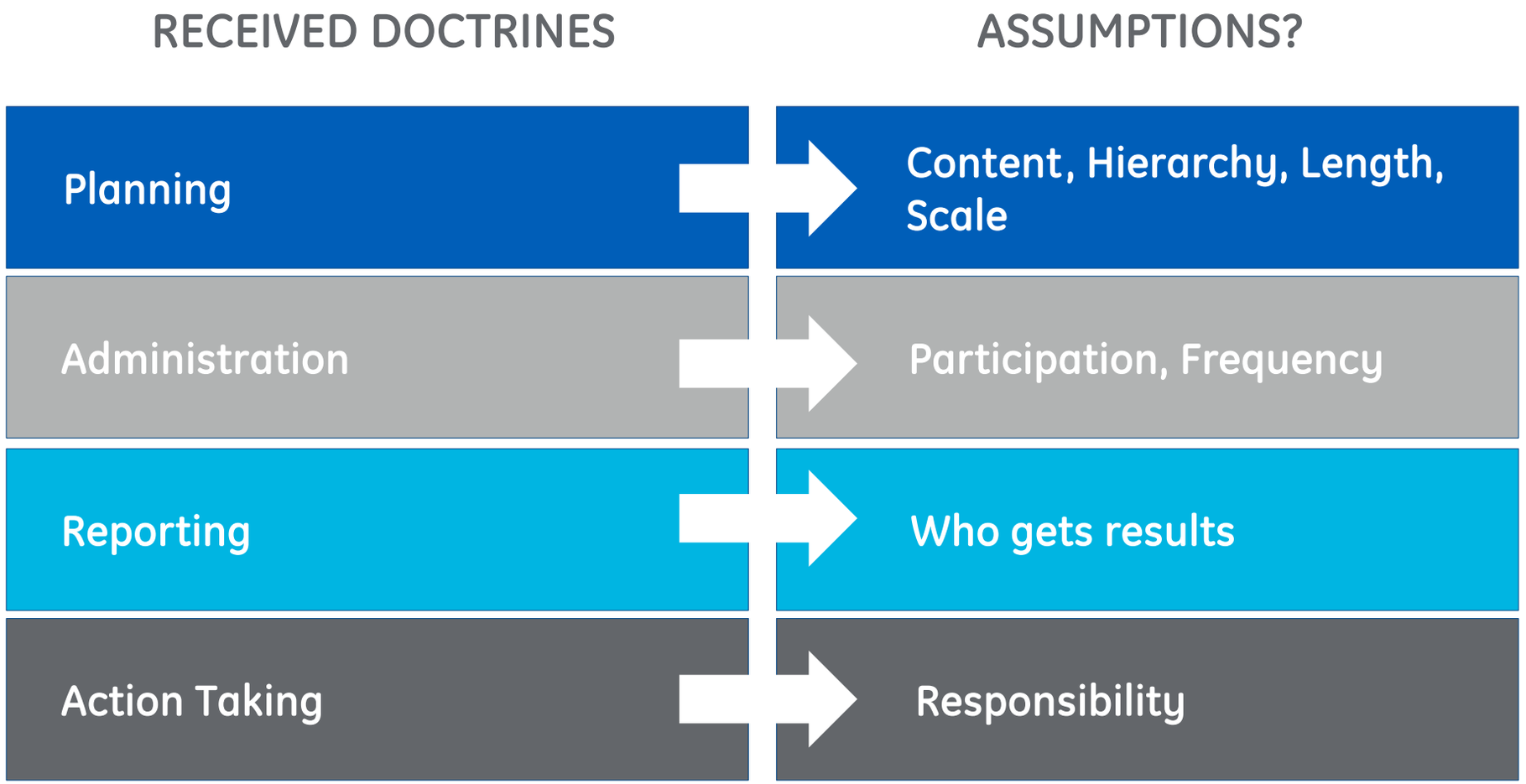
Challenging assumptions to improve impact



Culture Compass



Focus on team performance



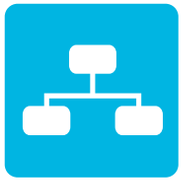
10 questions
3 min to complete



Open for one week



Results available immediately upon completion



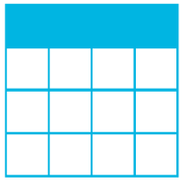
"Front line" participation



Messaging within survey



Final results to all 72 hours after close



Twice per year



Simple

Fast

Transparent