



**Your journey to improved
motivation, engagement
and retention **starts here****





What is Pulse Motivation?

Pulse Motivation highlights and monitors the organisation's vital signs by testing whether **employees are motivated, engaged and likely to stay.**

The health of the organisation is ultimately demonstrated through loyal teams whose core needs are met by the organisation's culture, values and incentives.

We focus on the metrics that matter for the organisation, and nothing else.

Client Centric Approach



Why Pulse Motivation?

**Ensure your team's
core needs
are met**



When there is active engagement:

81%** decrease in absenteeism

23%** higher profit

10%** increase in customer loyalty

* Gallup 2022 Q12 Survey

** Gallup, "State of the Global Workplace: 2022 Report", representing the difference between the top and bottom quartile business units / teams with regards to engagement levels



The Unique Power of Pulse Motivation

- No other platform **combines psychometric information and survey information**. This enables us to provide **powerful match scores** give you insight into the metrics that actually matter to the business.
- **Motivation is at the heart of what we do** – it is the driving force to employee engagement and retention.
- We give rich data with just **15 minute time requirement from your team**
- **We're not only about tech, we're about people too**. Our team support you and your leaders where you need it.
- Your Employees get something out of the process too. Within 24 hours of completing, **individuals receive their own motivation report** (no company data shown)

Engage & Retain Your Team with Pulse Motivation

Understand

Baseline Pulse allows you to understand each individual & the organisation

Prioritise

Understand the metrics that matter to your people and prioritise focus areas.

Act

Actionable insights guide leaders and HR teams to make positive and impactful change

Assess Impact

Assess the impact and ROI with regular, customisable pulse checks



How Pulse Motivation Works



Financial Rewards

✓ Score: 7.0

Having the ability to earn financial rewards and incentives

15
minutes

<100
questions

3
dashboards

26
motivators

4
annual checks

>70
solutions

Pulse in Action

Case Study

The Case:

A marketing agency experienced **high staff turnover** and wanted to get to the bottom of it.

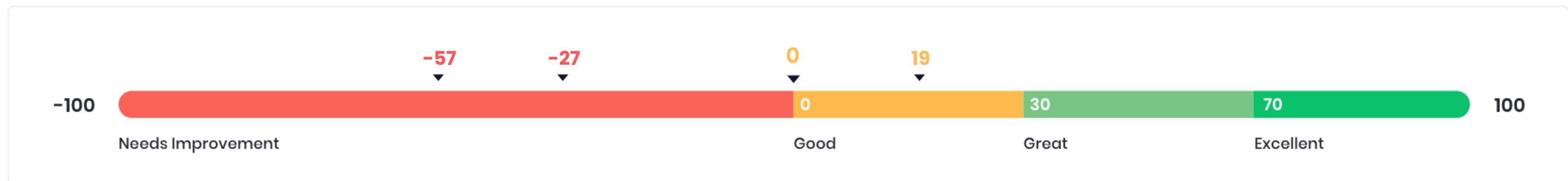
The Results:

- **-57 eNPS**
- **36% of people considering leaving** the organisation.
- The most important motivator was **career advancement** – this wasn't being fulfilled as the structure was very flat.

The Root Cause:

The majority of the organisation's employees were **34 years or younger** and this is the group of employees who **felt strongly about career advancement**, which in their view was not being addressed.

The Impact:



Gradual improvement in eNPS from -57 to 19 over four Pulse checks



Pulse in Action


Case Study

Case: A **tech business**, with good overall staff retention and a strong culture, invested in Pulse Motivation to **proactively ensure there were no staff issues and concerns.**

Pulse Motivation Results: **eNPS was good, 82% of the staff wanted to stay.** The key focus areas were the desire for more learning opportunities and more innovation. However one of the many results indicated a key-man risk - **the CTO was a flight risk.**

Action Plan: The CTO was key to the organisation so **a highly individualised approach was taken.** The data showed that he needed more work-life balance, to work towards a bigger purpose, enjoy his work and to receive better company perks. They also worked on better L&D opportunities across the business.

The Impact:

 stable leadership team for the past 2 years

 recruitment costs



Fulfilment

Score: 9.0

Doing work that is meaningful, enjoyable and "comes naturally" to them



Work-Life Balance

Score: 8.9

Having the ability to balance work and personal commitments



Social Impact

Score: 8.3

Wanting to make a positive difference in the world, society and communities



Company Perks

Score: 7.2

Having access to meaningful company perks and benefits



Purpose

Score: 7.1

Aligning and integrating their work with their life's bigger purpose

Lara Grieve

Director | UK

M: +44 73 8435 0704

E: laragrieve@pulsemotivation.co.uk



Briony Thompson

Director | UK

M: +44 7834 988600

E: brionythompson@pulsemotivation.co.uk

