

Listen → Diagnose → Design → Implement → Measure



# Designing a Holistic Employee Listening Strategy

## Executive Summary - One-Page Overview

### Strategic Challenge

Employee listening had become fragmented, survey-heavy, and insufficiently connected to business decisions, limiting its impact and credibility.

### Strategy

Designed an enterprise listening ecosystem anchored in “Moments That Matter” across the employee lifecycle, aligning listening to when feedback is most actionable.

### Key Principle

Listening is a decision-support system—not a survey calendar. Every listening moment must justify its purpose, audience, and downstream action.

Design Focus	Director-Level Intent
Moments That Matter	Capture feedback when it can influence outcomes
A–B–C Criteria	Ensure listening is actionable, business-relevant, and common
Lifecycle Coverage	Prevent blind spots and over-surveying
Governance & Cadence	Protect trust and reduce survey fatigue

### Executive Value

- Improves signal quality and actionability
- Aligns listening to workforce KPIs and interventions
- Builds sustainable employee trust in feedback loops