

The New Pulse

3 Questions to Get to Truth

Better questions. Bolder insights. Stronger teams.

The traditional employee feedback approach is broken — uninspired, over-automated, and check-the-box to serve a compliance purpose. If you're going to ask your people to provide raw, authentic answers, your prompts need to reflect that you care. Here are 3 questions to unlock genuine insight:

1. When you think about our company's future, what's one thing you hope we **never lose** and one thing you hope we **boldly evolve**?

*Open-Ended Response
Question Type*

💡 *Why it works: Invites employees to co-create your company's future, giving them permission to assume the role of both the dreamer and the challenger.*

2. When you're working on a team initiative and everything is going right, **what role do you most want to play to drive success?**

- Challenger
- Contributor
- Disruptor
- Energizer
- Executor
- Includer
- Leader
- Listener
- Motivator
- Producer
- Realist
- Utility Player

💡 *Why it works: Gauges which roles your people are most (and least) excited to assume in driving successful, impactful change*

3. Reviewing the list of our priority initiatives this year, please select for each the phrase that most accurately captures how you feel about this area:

	All In	Curious	Heard of It	News to Me	Neutral
Our AI Rollout	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Website Refresh	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product Expansion	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
L&D Series	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

💡 *Why it works: Illuminates which initiatives are most widely understood and have built-in champions, as well as which areas may hit unintended blockers*