10Pulse

10Pulse shows you which areas of employee engagement need your focus so you can really impact how your people are feeling and performing.

Sentiment analysis helps you read the mood of your organisation. 10Pulse goes a step further. It gives you detailed insights into each of the five areas of employee engagement based on sentiment and platform interaction.

10Pulse uses a series of AI algorithms to calculate each factor, powered by the sentiment across your people's Weekly10 check-ins, manager feedback, and platform usage. It's measured across a ten-week rolling period meaning that you should wait at least ten weeks before analysing the 10Pulse score for your organisation. It also relies on a 60% average participation rate.

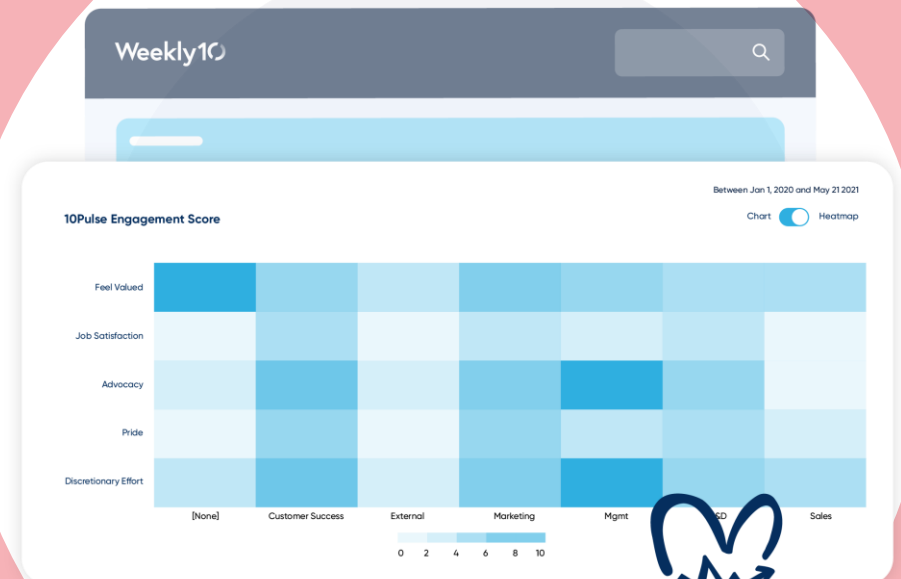## Accurately predict staff attrition

The 10Pulse model was correlated using Machine Learning with traditional forms of assessing engagement such as engagement surveys. In addition, we have carried out a study with Bangor University on the link between the overall 10Pulse Engagement score and a key employee engagement outcome - employee attrition

Weekly10

Employees with a low 10Pulse score have a

60%

chance of leaving in the next 6 months

Weekly10

Between Jan 1, 2020 and May 21 2021

Chart / Heatmap

10Pulse Engagement Score

	[None]	Customer Success	External	Marketing	Mgmt	SD	Sales
Feel Valued							
Job Satisfaction							
Advocacy							
Pride							
Discretionary Effort							

0 2 4 6 8 10

The 10Pulse scale

10Pulse shows your company's average engagement levels on an easy-to-interpret scale between 0 and 10.

This overall score is determined from five underlying factors of Employee Engagement calculated by the model.

For each of the five areas we also provide individual scores. A score below 3 would indicate an area of weakness and above 7 an area of significant strength.

Weekly10 provides the overall and factor scores at organisation, department and team levels within our analytics dashboard

Total score
8.1

10Pulse factors

- Discretionary effort
- Pride
- Advocacy
- Job satisfaction
- Feeling valued

How 10Pulse is calculated

10Pulse uses a proprietary algorithm to calculate each factor across a ten-week rolling window. This means that you should wait at least ten weeks before analysing your 10Pulse score.

The algorithm looks at feedback and manager comments in combination with platform usage, for example:
- The volume and pattern of recognition or mentions
- Willingness of employees to share successes
- Levels of employee visibility via manager pass-ups
- Platform engagement based on employee and manager usage

The overall score is calculated from the individual factors with an equal weighting across each one. You can find more details on our sentiment modelling in our Sentiment Analysis guide.

How accurate is 10Pulse

The 10Pulse model was correlated using Machine Learning with traditional forms of assessing engagement such as engagement surveys.

We can confidently link low 10Pulse scores to higher staff attrition. A low 10Pulse score correlates to a 60% chance of an employee leaving in the next 6-months.

What 10Pulse can tell you

These five areas, when combined, indicate if an employee is engaged or not. Digging deeper into each area's metrics shows you which areas need most attention, rather than relying on less-specific high level sentiment scores.

	What it means	Low score? Here's what might be happening:
Advocacy	Employee advocates defend their organisation against criticism and champion their organisation, inside and out – they live and breathe company values.	Employees aren't sharing information with their managers or recognising others' contribution.
Discretionary effort	Committed employees go the extra mile. It's the difference between what they have to do and what they want to do in the workplace.	This shows a lack of recognition from managers and peers.
Feeling valued	Your people feel their role and contribution is important to the organisation. This helps increase their sense of self-worth and esteem.	Managers fail to give constructive feedback, often managers aren't reviewing check-ins.
Job satisfaction	This goes beyond daily duties, covering satisfaction with other colleagues and managers, organisational policies, and the impact of their job on their personal lives.	Employees aren't sharing successes and have declining levels of positivity (sentiment) within updates.
Pride	The sense that an employee is proud of the work they and the organisation does. This spans across both their role and the impression they have about the wider organisation.	Employees are reluctant to share their successes with their manager and their peers.