



# PULSE SURVEY TEMPLATES



# INTRODUCTION

Pulse surveys can serve a variety of purposes. But when you're strapped for time, resources, and people, it can make sending a quick pulse survey seem like a big project. This is where pulse survey templates come into play.

These pulse survey templates will help you save time by asking the right questions the first time to capture real-time feedback and inform your engagement initiatives. Each template will help you understand:

- The right setting to use the template
- The right timing to survey your employees
- The right questions to use as your foundation



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Pulse survey templates provide a foundation for collecting the right data with the flexibility to add or remove questions to customize surveys to fit your organization's needs.

Our employee engagement experts have created these templates to help you get the data you need to build an incredible work culture.

### Inside you'll find pulse survey templates for:

- Candidate Experience
- Change Management
- Crisis Response
- Diversity and Inclusion
- Employee Benefits
- Engagement Follow-Up
- Exits
- Mission and Vision
- New Hire Surveys
- Post-Training
- Psychological Safety
- Safety Culture
- Remote Readiness
- Workplace Reopening
- Remote Work

### Tips for Success:

**Attribute Responses:** Gathering attributed responses is essential to understanding which employees or employee groups need the most support.

**Pulse Frequently:** If you have a topic where perceptions can change frequently, we recommend asking every 1-2 weeks for the most recent and relevant data.

**Share Results:** Make sure your executive team and people leaders are aware of employee perceptions and respond accordingly.

**Take Action:** Address employee feedback accordingly. You may not be able to solve every issue but aim to address common challenges and find ways to help move things forward.



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# CANDIDATE EXPERIENCE

## How to use it:

Gather information from candidates about their recruitment experience to ensure you are engaging prospective employees in the best possible way.

## Questions:

1. The recruitment experience provided clear information about the position.  
(6-point agreement scale)
2. The recruitment experience provided clear information about the organization.  
(6-point agreement scale)
3. Communication was effective throughout the recruitment process.  
(6-point agreement scale)
4. The recruiter I interacted with during the recruitment process was professional.  
(6-point agreement scale)
5. The hiring manager I interacted with during the recruitment process was professional.  
(6-point agreement scale)
6. Based on my experience as an applicant, I would recommend pursuing a job opportunity at this company to a friend or family member.  
(6-point agreement scale)
7. Which of the following factors weighed in your decision to accept or reject the offer?  
(Multiple-choice)
8. I first heard about this position through:  
(Single-choice)
9. Before applying, were you familiar with our company?  
(Single-choice)
10. What additional feedback do you have regarding your candidate experience?  
(Open-ended)



# CHANGE MANAGEMENT

## How to use it:

Hearing from employees during or immediately after a change management initiative shows that you are interested in making sure they feel secure and safe despite a major change. This template helps you understand and evaluate how employee views and perceptions were impacted.

## When to use it:

Send a change management pulse survey to collect instant feedback from employees after a company-wide change. This might include a merger or acquisition, layoff, moving to a new location, and more. This pulse survey will help you understand if changes are being implemented with fidelity and the resources and information your workforce might need to successfully do so.

## Questions:

1. I understand the organization's plans for future success.  
(6-point agreement scale)
2. I believe this organization will be successful in the future.  
(6-point agreement scale)
3. I trust our senior leaders to lead the organization to future success.  
(6-point agreement scale)
4. Senior leaders in my company help me see how changes made today will affect my company's future.  
(6-point agreement scale)
5. Our organization does a good job of informing employees of changes.  
(6-point agreement scale)
6. My immediate manager lets me know how changes with the organization will affect me.  
(6-point agreement scale)
7. My immediate manager is an active supporter of changes that affect our team.  
(6-point agreement scale)
8. I recommend this organization as a great place to work.  
(6-point agreement scale)
9. It would take a lot to get me to leave this organization.  
(6-point agreement scale)
10. Rank in order your top two (2) preferred methods/tools for receiving relevant company news.  
(List your organization's available communication channels)
11. What will continue to make us successful as an organization?  
(Open-ended)





# CRISIS RESPONSE

## How to use it:

This template helps you assess employee perceptions during an emergency situation or crisis (natural disaster, COVID-19 pandemic, etc.) that impacts your workforce.

## When to use it:

Use this pulse survey to quickly assess employees' desire for more information or resources in response to an emergency situation. This survey can also evaluate which positions or locations might be most impacted following a crisis.

## Questions:

1. I feel well supported by my organization at this time.  
(6-point agreement scale)
2. I feel well supported by my manager at this time.  
(6-point agreement scale)
3. The frequency of communication from leaders has been effective.  
(6-point agreement scale)
4. Communication from leaders helps me feel informed.  
(6-point agreement scale)
5. I have the materials and resources I need to work effectively at this time.  
(6-point agreement scale)
6. Our team can successfully accomplish our goals at this time.  
(6-point agreement scale)
7. I know where to go for more information, updates, or questions at this time.  
(6-point agreement scale)
8. What resources or information do you need to feel more supported at this time?  
(Open-ended)

# DIVERSITY & INCLUSION

## How to use it:

A pulse survey about diversity, equity, and inclusion helps you understand how employees feel about those topics, and whether or not they think their manager or employer supports them. This template asks employees for their point of view and ensures you are engaging everyone.

## Questions:

1. Our organization values diverse opinions and ideas.  
(6-point agreement scale)
2. My opinions seem to count at work.  
(6-point agreement scale)
3. People of all different backgrounds, characteristics, and beliefs are welcome here.  
(6-point agreement scale)
4. I feel like I belong here.  
(6-point agreement scale)
5. There are leaders here that I can relate to.  
(6-point agreement scale)
6. I can bring my whole self to work.  
(6-point agreement scale)
7. The people I work with treat each other with respect.  
(6-point agreement scale)
8. All people have an opportunity to succeed in this organization.  
(6-point agreement scale)
9. I am included in decisions that affect my work.  
(6-point agreement scale)
10. People here are managed as if they can always improve their talents and abilities.  
(6-point agreement scale)

## When to use it:

Use a diversity and inclusion pulse survey as a follow up to your company-wide engagement or diversity and inclusion survey. This survey might also be critical as you roll out new D&I learning and development or recruitment initiatives.

11. If I saw something wrong at work, I would feel comfortable reporting it.  
(6-point agreement scale)
12. I trust this organization to be fair to all employees.  
(6-point agreement scale)
13. If I raised a concern about discrimination, I am confident my employer would do what is right.  
(6-point agreement scale)
14. Workforce diversity is valued at our organization.  
(6-point agreement scale)
15. Senior leadership is prepared to effectively manage a culturally diverse workforce.  
(6-point agreement scale)
16. What could we do to improve diversity and inclusion in our organization?  
(Open-ended)
17. What additional feedback do you have on our organization's diversity and inclusion?  
(Open-ended)



# EMPLOYEE BENEFITS

## How to use it:

At the root of employment, employees work to earn a salary and benefits associated with the position. Making sure your employees are satisfied in this area can make or break their engagement as a whole. This template helps you gather information about employee views, understanding, and satisfaction of benefit plan offerings.

## When to use it:

For new employees, a pulse survey may be helpful in understanding perspectives and expectations compared to their initial experience during the recruitment process. Additionally, when there are large changes to your benefits policy, it's a good idea to get your employees' feedback to ensure they understand the change.

## Questions:

1. I have a clear understanding of the benefits available to me.  
(6-point agreement scale)
2. I know where to direct questions regarding our benefits.  
(6-point agreement scale)
3. The benefits offered here meet my and my family's needs.  
(6-point agreement scale)
4. Rank the benefits in order of importance to you.  
(List your organization's available benefits)





# ENGAGEMENT FOLLOW-UP

How to use it: When to use it:

Understand if managers have shared engagement survey results and if employees have noticed positive change as a result of engagement efforts.

Pair your engagement survey with a follow-up pulse survey six months after launch. This will give employees time to reflect on changes made and provide you with honest reactions to your initiatives.

## Questions:

1. My manager shared the results of the last survey with our team.  
(6-point agreement scale)
2. I noticed positive change as a result of the last survey.  
(6-point agreement scale)
3. What additional feedback do you have regarding our engagement survey follow-up?  
(Open-ended)

# EXITS

## How to use it:

Gather information to help you understand what factors influence an employee's decision to leave and their experience prior to departing.

### Questions:

1. Which of the following factors contributed to your decision to leave?  
(Multiple-choice)
2. I saw professional growth and career development opportunities for myself in this organization.  
(6-point agreement scale)
3. This job was in alignment with my career goals.  
(6-point agreement scale)
4. Please elaborate on why you decided to leave:  
(Open-ended)
5. What do we need to improve in order to retain our top talent?  
(Open-ended)
6. My job allowed me to utilize my strengths.  
(6-point agreement scale)
7. I was paid fairly.  
(6-point agreement scale)
8. The benefits offered here met my and my family's needs.  
(6-point agreement scale)
9. My job gave me flexibility to meet the needs of both my work and personal life.  
(6-point agreement scale)
10. My immediate manager cared about me as a person.  
(6-point agreement scale)
11. My immediate manager regularly gave me constructive feedback on my job performance.  
(6-point agreement scale)
12. Everyone here is treated fairly regardless of race, gender, age, ethnic background, disability, sexual orientation, or other differences.  
(6-point agreement scale)
13. I felt accepted by my immediate coworkers.  
(6-point agreement scale)
14. I felt valued by leaders at this organization.  
(6-point agreement scale)
15. I recommend this organization as a great place to work.  
(6-point agreement scale)
16. Are you willing to be contacted by a member of the HR team for any follow-up questions?  
(Single-choice)



# MISSION AND VISION

## How to use it:

Gather information to help you understand employee perceptions about the company mission and vision and how they influence daily workplace actions or behaviors.

## Questions:

1. There is a clear vision of what we want to accomplish as an organization.  
(6-point agreement scale)
2. I believe in the mission of our organization.  
(6-point agreement scale)
3. I understand how my role contributes to the organization's mission and vision.  
(6-point agreement scale)
4. The senior leaders of this organization consistently stay true to the organization's mission and vision.  
(6-point agreement scale)
5. My immediate manager consistently stays true to the organization's mission and vision.  
(6-point agreement scale)
6. My coworkers consistently stay true to the organization's mission and vision.  
(6-point agreement scale)
7. What practices or processes currently in place are inconsistent or out of alignment with our mission and vision?  
(Open-ended)
8. What will continue to make us successful as an organization?  
(Open-ended)



# NEW HIRE SURVEYS

## How to use them:

Understand the experience of your newest employees over the course of their onboarding. These surveys are intended to be launched as part of a series of New Hire Surveys conducted at 1 week, 30 days, 90 days, and 180 days of tenure.

## Questions

1. I enjoy doing my work.  
(6-point agreement scale)
2. I feel accepted by my immediate coworkers.  
(6-point agreement scale)
3. I know I can depend on the other members of my team.  
(6-point agreement scale)
4. Communication is effective among people who impact my ability to do my job.  
(6-point agreement scale)
5. I have the materials and equipment I need to do my job.  
(6-point agreement scale)
6. My immediate manager cares about my development.  
(6-point agreement scale)
7. My immediate manager cares about me as a person.  
(6-point agreement scale)
8. I receive timely feedback on my work.  
(6-point agreement scale)
9. The training I have received so far has been effective.  
(6-point agreement scale)
10. My job allows me to utilize my strengths.  
(6-point agreement scale)
11. I clearly understand how my performance is measured.  
(6-point agreement scale)
12. This organization's onboarding process is effective.  
(6-point agreement scale)
13. I feel valued as an employee at this organization.  
(6-point agreement scale)
14. My experiences so far have matched my expectations.  
(6-point agreement scale)
15. I recommend this organization as a great place to work.  
(6-point agreement scale)
16. What is one thing we should START doing to improve how we onboard new employees?  
(Open-ended)



# POST-TRAINING

## How to use it:

Training and development programs that impact a broad group of employees are key opportunities to collect feedback to improve your employee experience. This template helps you understand employee feedback about specific training, including the effectiveness of materials, facilitator feedback, and overall relevance.

## When to use it:

Use this template if you would like to evaluate the effectiveness of your learning and development initiatives or compare across several programs.

This pulse survey will elicit feedback that can also help improve and optimize your learning programs over time.

## Questions:

1. Overall, on a scale from 1 to 5, how would you rate this training session?  
(1, 2, 3, 4, 5)
2. Overall, on a scale from 1 to 5, how would you rate the effectiveness of the instructor(s)?  
(1, 2, 3, 4, 5)
3. What did you find most effective about this training session?  
(Open-ended)
4. How can we make this training session more beneficial for future attendees?  
(6-point agreement scale)
5. The materials (e.g., PPTs, handouts, videos, etc.) used in the training were appropriate for this subject.  
(6-point agreement scale)
6. I can start implementing the training and lessons learned immediately in my work.  
(6-point agreement scale)
7. There was an adequate opportunity for questions and interactions.  
(6-point agreement scale)
8. Is there anything else you would like to add?  
(Open-ended)



# PSYCHOLOGICAL SAFETY

## How to use it:

This template will help you gather information about how employees view psychological safety in their work and desired areas for improvement. The best way to understand psychological safety in your company is to ask employees and teams throughout the organization.

## When to use it:

Use this template when you want to evaluate perceptions of psychological safety at the organization and team level. When employees feel like their insights are appreciated, they feel like a respected part of the team—accepted for who they are and what they bring to the table.

## Questions:

1. I can bring my whole self to work.  
(6-point agreement scale)
2. If I saw something wrong at work, I would feel comfortable reporting it.  
(6-point agreement scale)
3. Our organization values diverse opinions and ideas.  
(6-point agreement scale)
4. I am empowered to make decisions that impact my work.  
(6-point agreement scale)
5. We have healthy disagreement and debate on this team.  
(6-point agreement scale)
6. My immediate manager encourages people with different ideas and opinions to speak up.  
(6-point agreement scale)
7. If I make a mistake at work, it is not unfairly held against me.  
(6-point agreement scale)
8. On my team, we are able to have discussions on difficult/uncomfortable topics.  
(6-point agreement scale)
9. During team meetings, all members are encouraged to speak up and share thoughts and ideas.  
(6-point agreement scale)
10. I feel comfortable speaking up about problems/issues in the workplace with my immediate manager.  
(6-point agreement scale)
11. What is one thing we can do as an organization to help improve our decision making?  
(Open-ended)
12. How can we ensure that all team members have a chance to be heard?  
(Open-ended)
13. What is one thing we can do as a team to help improve our decision making?  
(Open-ended)





# SAFETY CULTURE

## How to use it:

This template will help you gather information about how employees view the safety of their work environment and desired areas for improvement. The best way to understand the culture of safety and security in your organization is to ask the employees who manage your day-to-day operations.

## When to use it:

Use this template when you want to evaluate the culture of safety throughout your organization. Employee safety is critical and understanding employees' perceptions of your organizational safety practice is an important piece of that culture.

## Questions:

1. This organization strives to maintain a safe work environment.  
(6-point agreement scale)
2. We hold individuals accountable for adhering to strict safety policies and regulations.  
(6-point agreement scale)
3. I am provided with adequate safety training for my position.  
(6-point agreement scale)
4. This organization provides adequate safety training to new team members.  
(6-point agreement scale)
5. What is one aspect of our current safety training program that we could improve to make it more effective?  
(Open-ended)
6. I know where and how to report safety issues.  
(6-point agreement scale)
7. I am empowered to make changes or improvements when a safety issue occurs.  
(6-point agreement scale)
8. I trust my organization to take immediate action to address safety issues.  
(6-point agreement scale)
9. What is one improvement we could make to immediately improve your safety on the job?  
(Open-ended)



# WORKPLACE REOPENING

How to use it: When to use it:

This template helps ensure your employees are set up for success as they prepare for and return to work. Use this survey to understand how employees feel about returning to work.

Use this template if your organization is planning to reopen your offices or has employees returning from working remotely. These questions can help you better understand employee's concerns and needs before their return to the workplace.

## Questions:

1. I trust that the health and safety of our employees is important to the organization upon the workplace reopening.  
(6-point agreement scale)
2. I am well informed about our safety policies regarding the return to the workplace.  
(6-point agreement scale)
3. I trust that others around me in the workplace will adhere to our safety policies.  
(6-point agreement scale)
4. Which of the following are you feeling upon the workplace reopening? (select all that apply)  
(Multiple choice: Excited, anxious, frustrated, unsure)
5. Which of the following are of concern to you upon the workplace reopening? (select all that apply)  
(Multiple choice: Child care, safety, distance of commute, safety of commute, environment, work/life balance, risk of exposure to illness, establishing a new daily routine, additional expenses, my mental health and wellbeing, I have no concerns at this time, other)
6. Are there any accommodations that would make you more at ease upon the workplace reopening?  
(Open-ended)
7. How can we foster a safer work environment upon the workplace reopening?  
(Open-ended)

# REMOTE WORK EFFECTIVENESS

How to use it: When to use it:

Managers play an important role in employee and team success. This template can help you collect a manager's perspective on their team's ability to effectively work remotely.

If your organization is exploring a more flexible remote work policy, check with your managers first on whether it's a good fit for their team. They can share how it might impact performance or engagement and indicate what/if resources may be needed to make remote work a success.

## Questions:

1. My team can perform their job duties effectively when working remotely.  
(6-point agreement scale)
2. My team has the tools and resources needed to support remote work.  
(6-point agreement scale)
3. Some members of my team prefer working remotely at least some of the time.  
(6-point agreement scale)
4. I can effectively coach my team members when they work remotely.  
(6-point agreement scale)
5. I am willing to try new or different tactics to manage a team that works remotely.  
(6-point agreement scale)
6. Allowing my team to work remotely all or some of the time will have a positive impact on employee engagement.  
(6-point agreement scale)
7. What positive impacts do you anticipate if employees work remotely all or some of the time?  
(Open-ended)
8. What negative impacts do you anticipate if employees work remotely all or some of the time?  
(Open-ended)
9. To manage a remote team, what tools, resources, or training do you need to be effective?  
(Open-ended)



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# REMOTE WORK PLANNING

How to use it: When to use it:

This template helps ensure your organization builds out flexible workplace policies or workspaces based on employee preferences.

Use this survey if your organization wants to gather feedback on workplace preferences, such as hybrid, remote, or in-office. These questions can help shape flexible workplace policies and the future workspace of your organization.

## Questions:

1. When we can safely return to our office, which of the following arrangements would you prefer?  
(Multiple choice: Hybrid, Fully Remote (locally), Fully Remote (not locally/thinking of relocating), Fully at the Office)
2. Based on what you know now, and given your position, role, and responsibility, if provided flexibility, how many days would you expect to work in the office an average week?  
(Multiple choice: 1 day, 2 days, 3 days, 4 days, 5 days)
3. Imagine total flexibility. Which days would you prefer to work in our office, if any? (Select all that apply)  
(Multiple choice: Monday, Tuesday, Wednesday, Thursday, Friday, None/Not Applicable)
4. I am confident my manager will support our future remote or flexible work policy.  
(6-point agreement scale)
5. Please explain your ideal work environment (hybrid, remote, at the office) and why.  
(Open-ended)



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Listening to the needs, wants, and perceptions of your employees is essential to understanding and improving engagement. Gathering this feedback isn't always easy, but with these templates in your back pocket, employees will feel like their opinion counts and that you care about their future in your organization.

## ELEVATE YOUR EMPLOYEE LISTENING STRATEGY WITH THE RIGHT PULSE SURVEY TOOLS.

Our software helps you:

- Conduct unlimited pulse surveys on any topic, any time
- Deliver insights from survey results and develop effective follow-up
- Customize surveys and feedback questions to fit your organization's culture
- Provide real-time reports that are easy to understand



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