

Digital TOOT

Beginner's Guide

By

Stephen Remedios

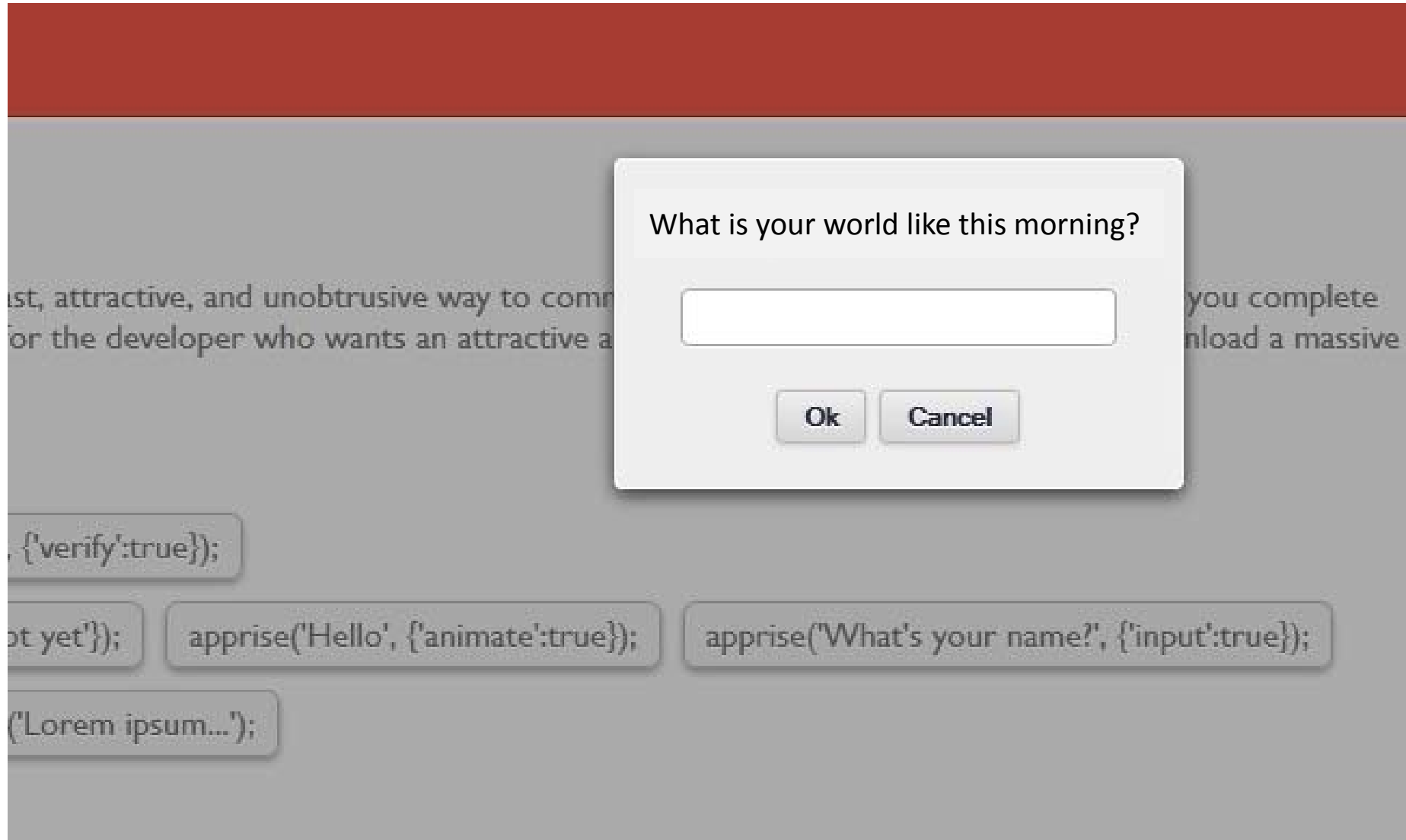
This section deals with the kind of questions that people will get asked on SMS / App / Laptop / Desktop on the first 5 consecutive working days every month.

SECTION 1: QUESTIONS

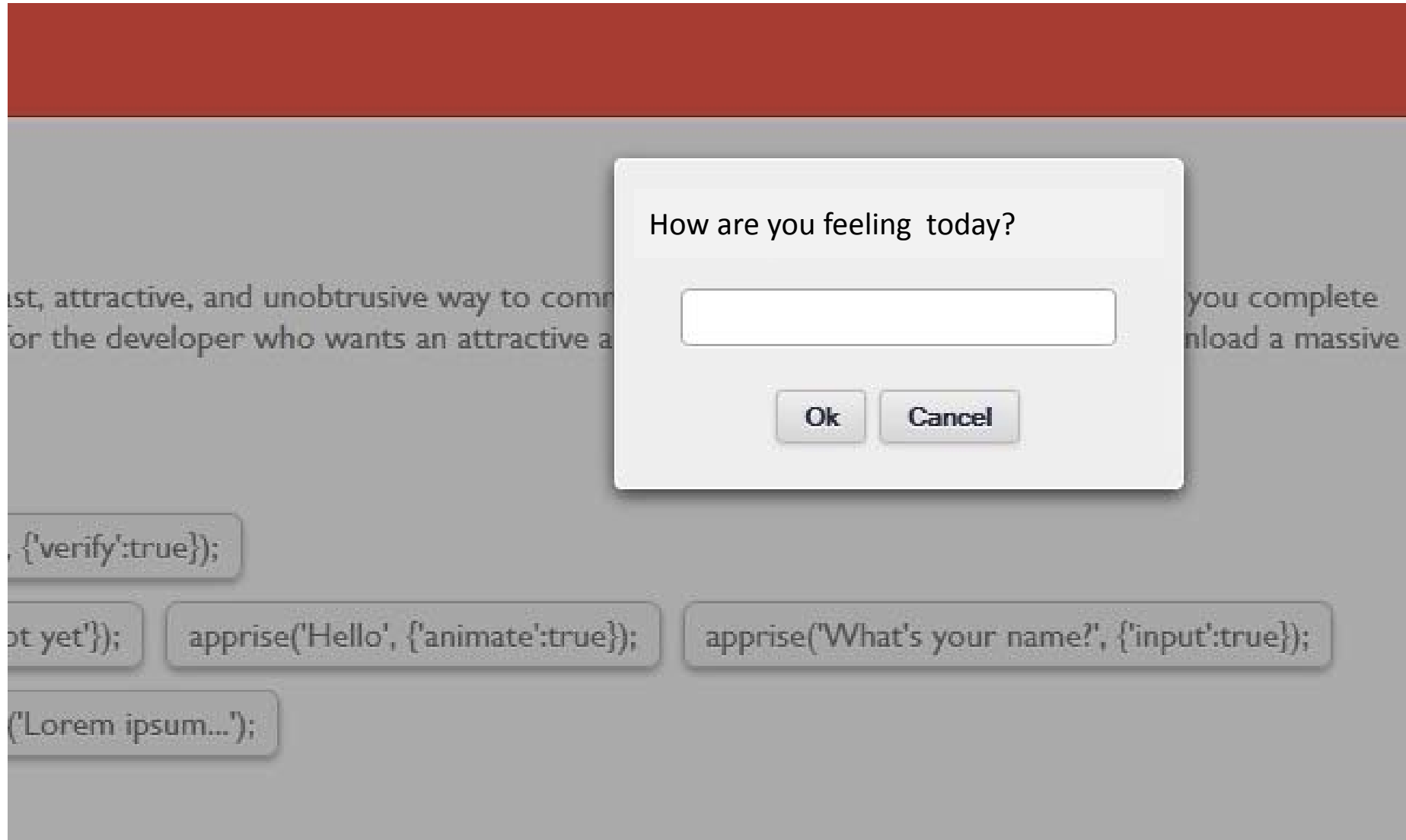
General, overall, sentiment based, non-specific, mood based

GENERIC QUESTIONS

Sample Screen Shots



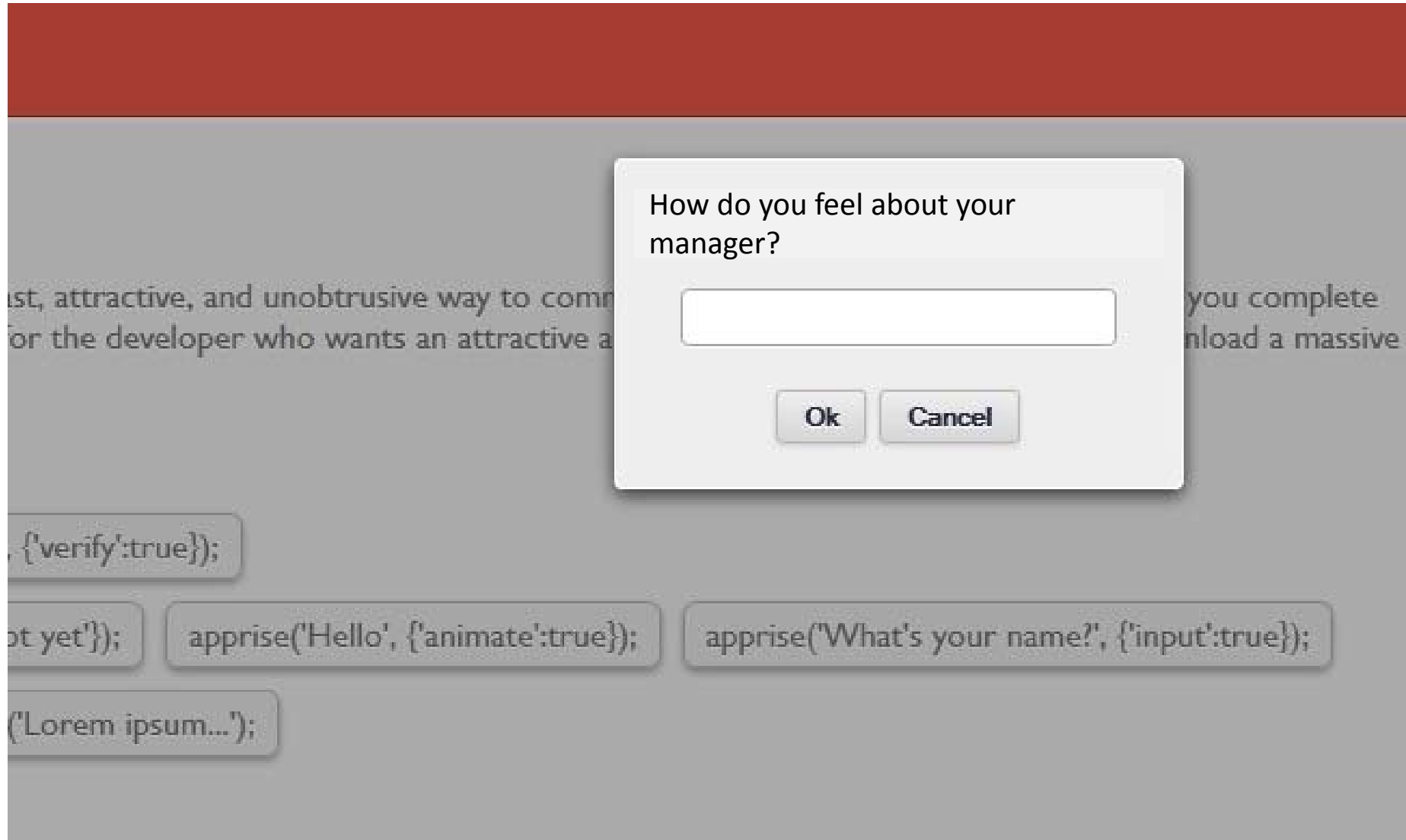
Sample Screen Shots



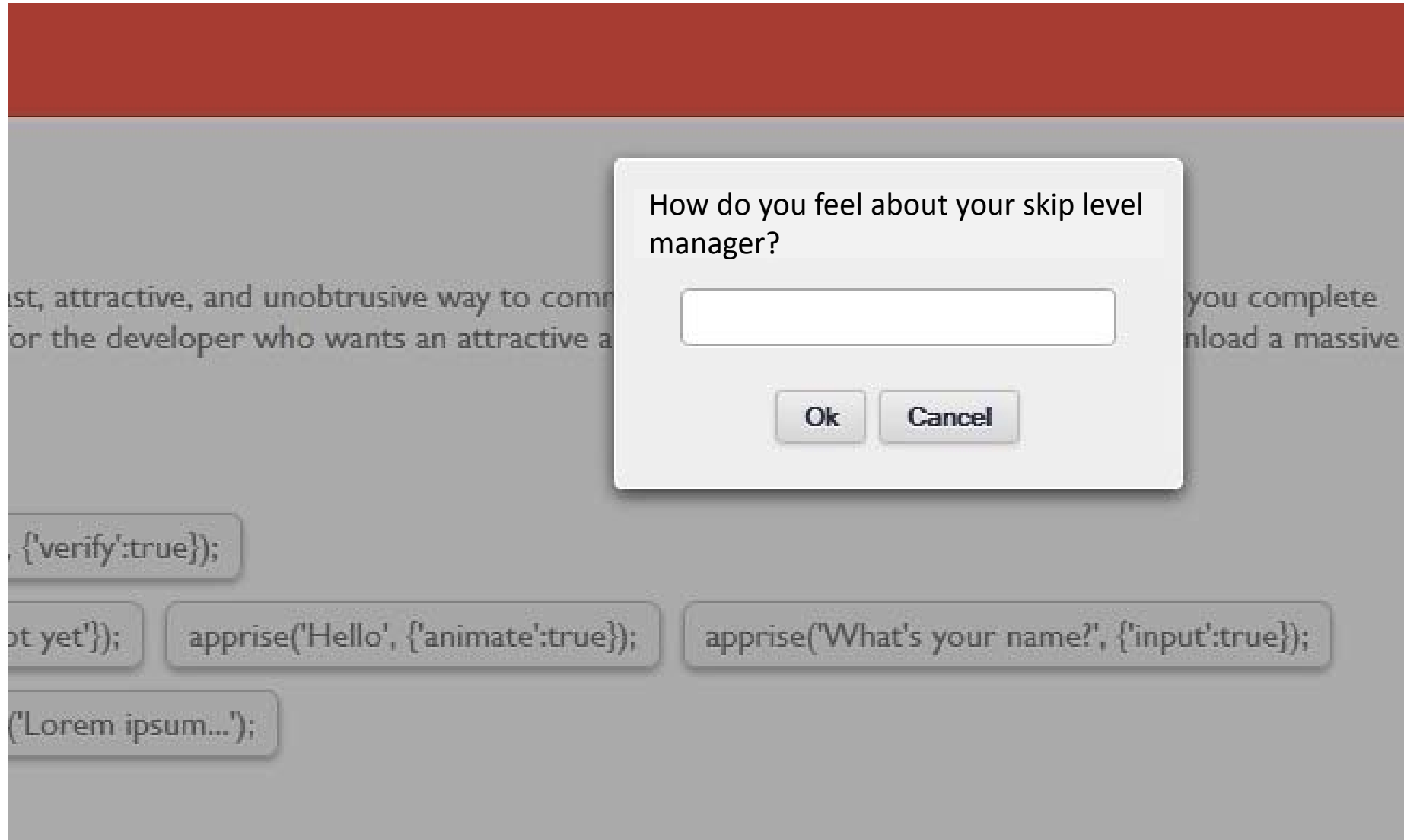
Span of control, hierarchy chart, seniority, top-down/
bottom-up, superior/subordinate, exempt/non-exempt,
cascade through the ranks

VERTICAL QUESTIONS

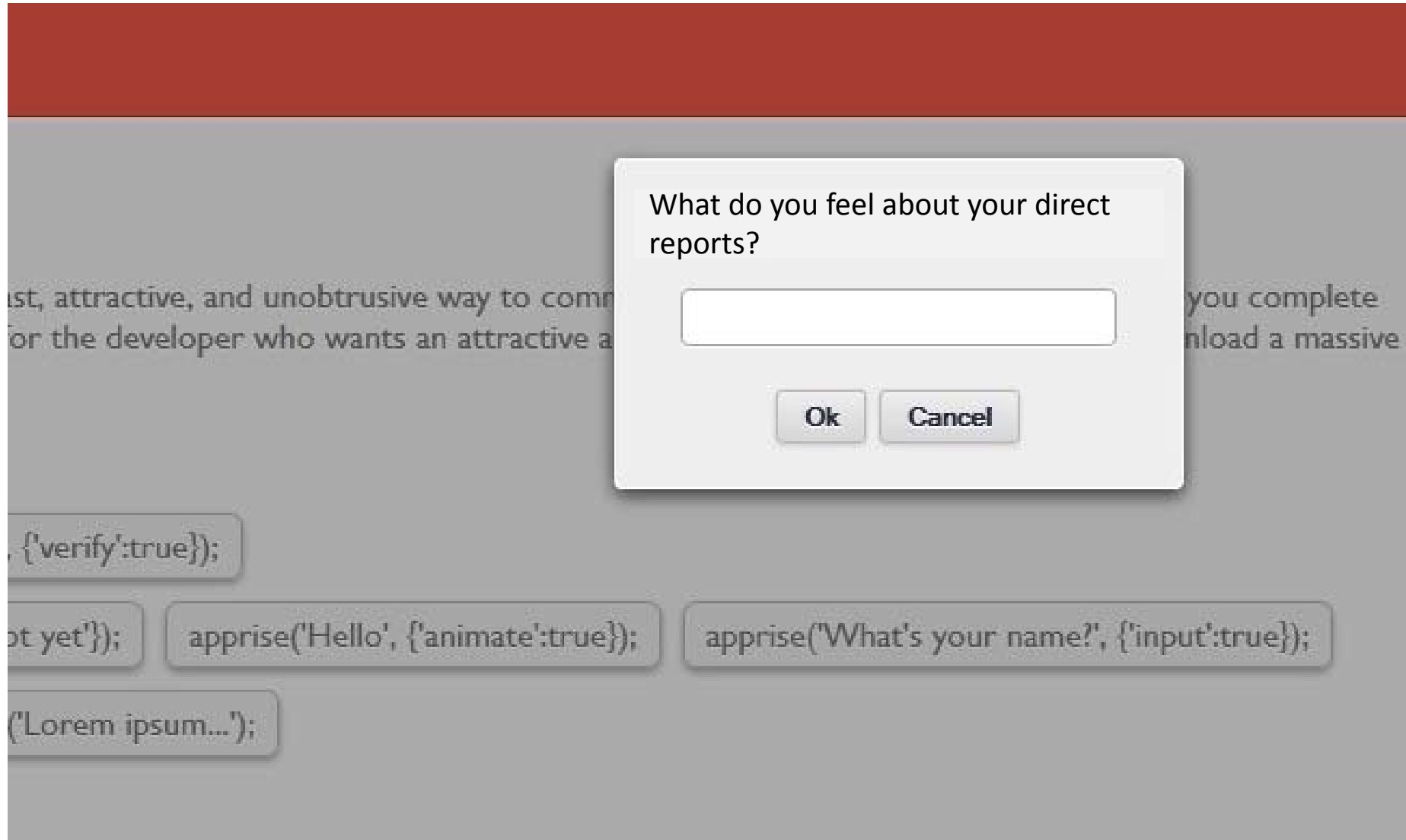
Sample Screen Shots



Sample Screen Shots



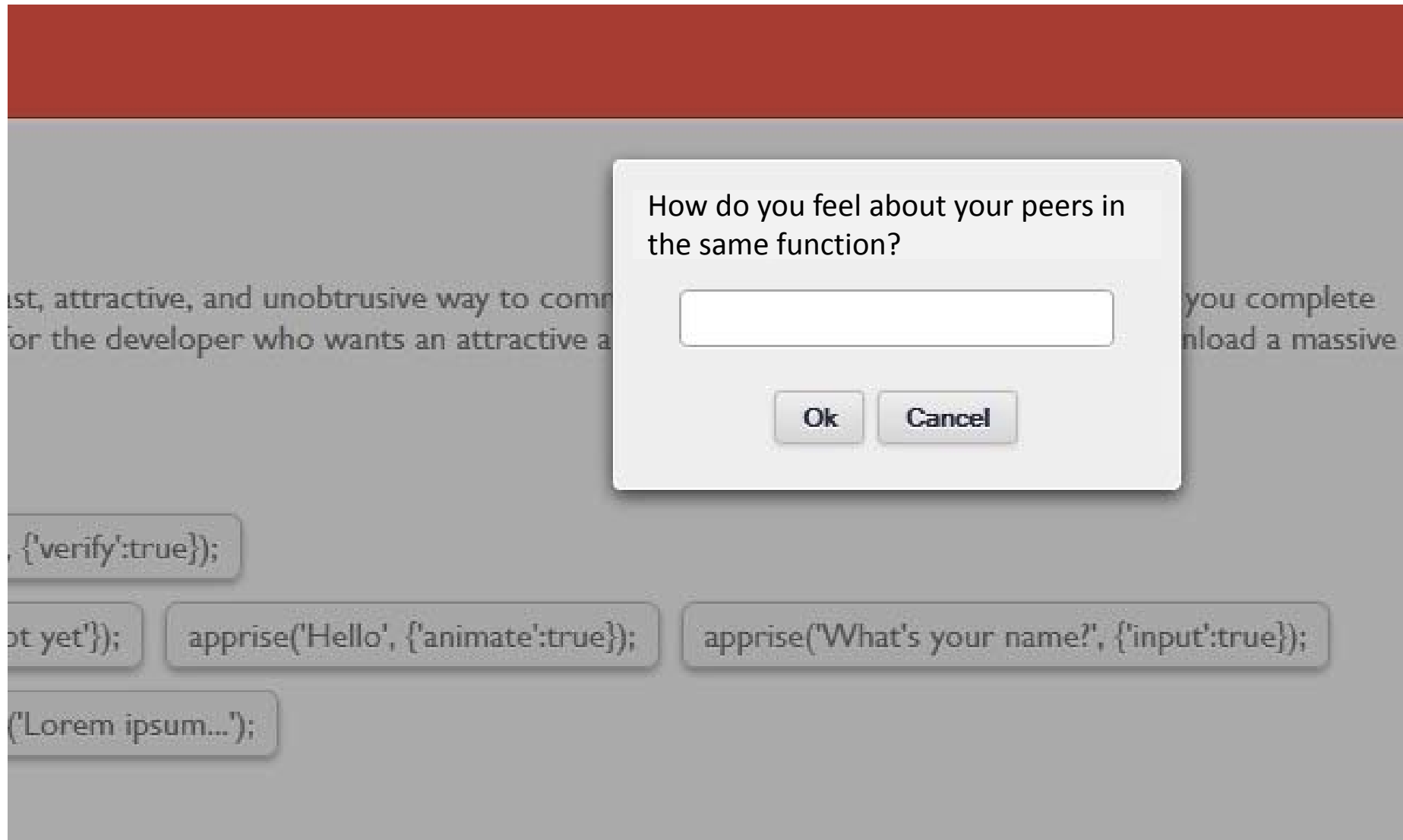
Sample Screen Shots



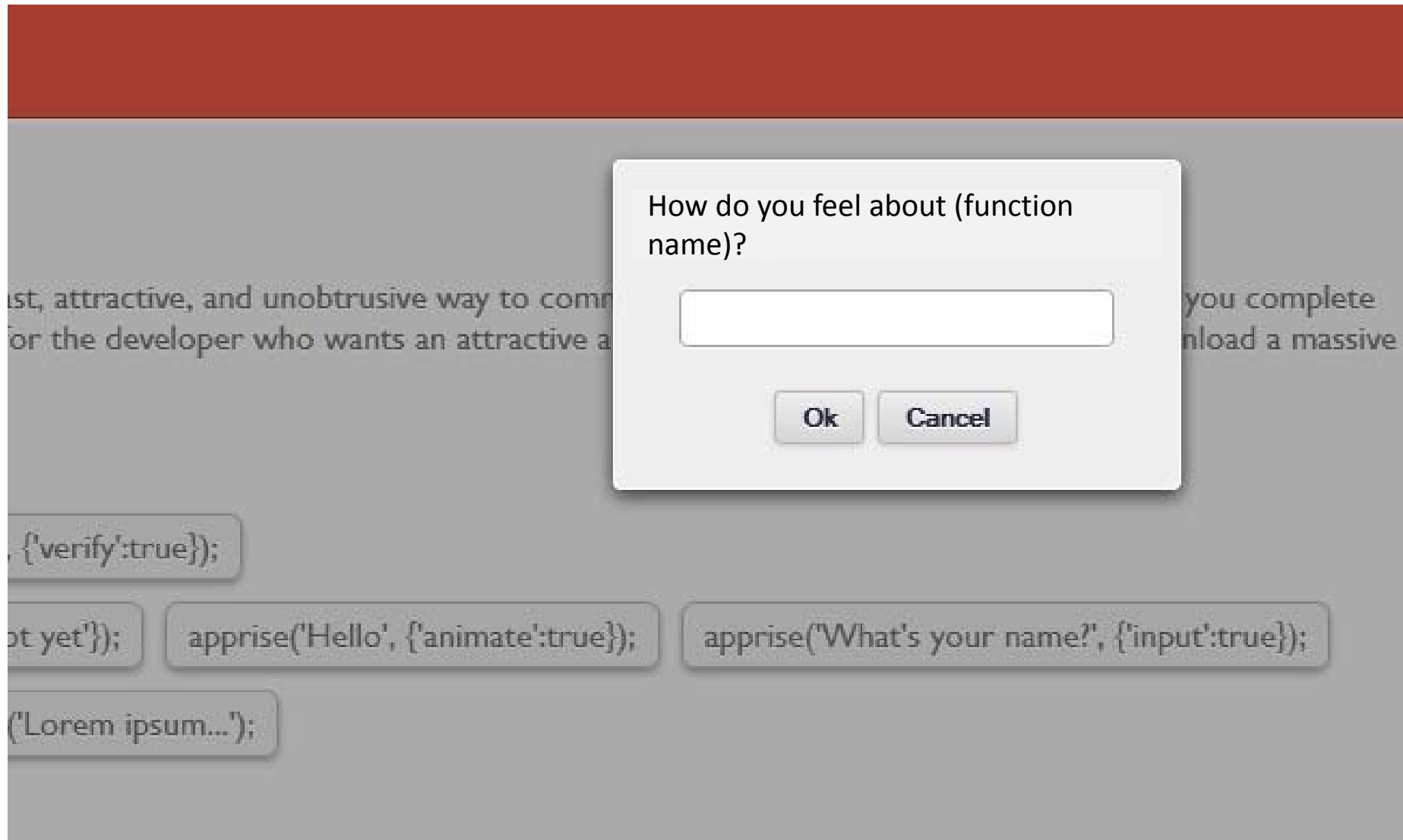
division of labor, task differentiation, silos, stovepipes, turf battles, navigating the matrix, front office/back office, revenue center/cost center, legacy organizations, functions, units, peers

HORIZONTAL QUESTIONS

Sample Screen Shots



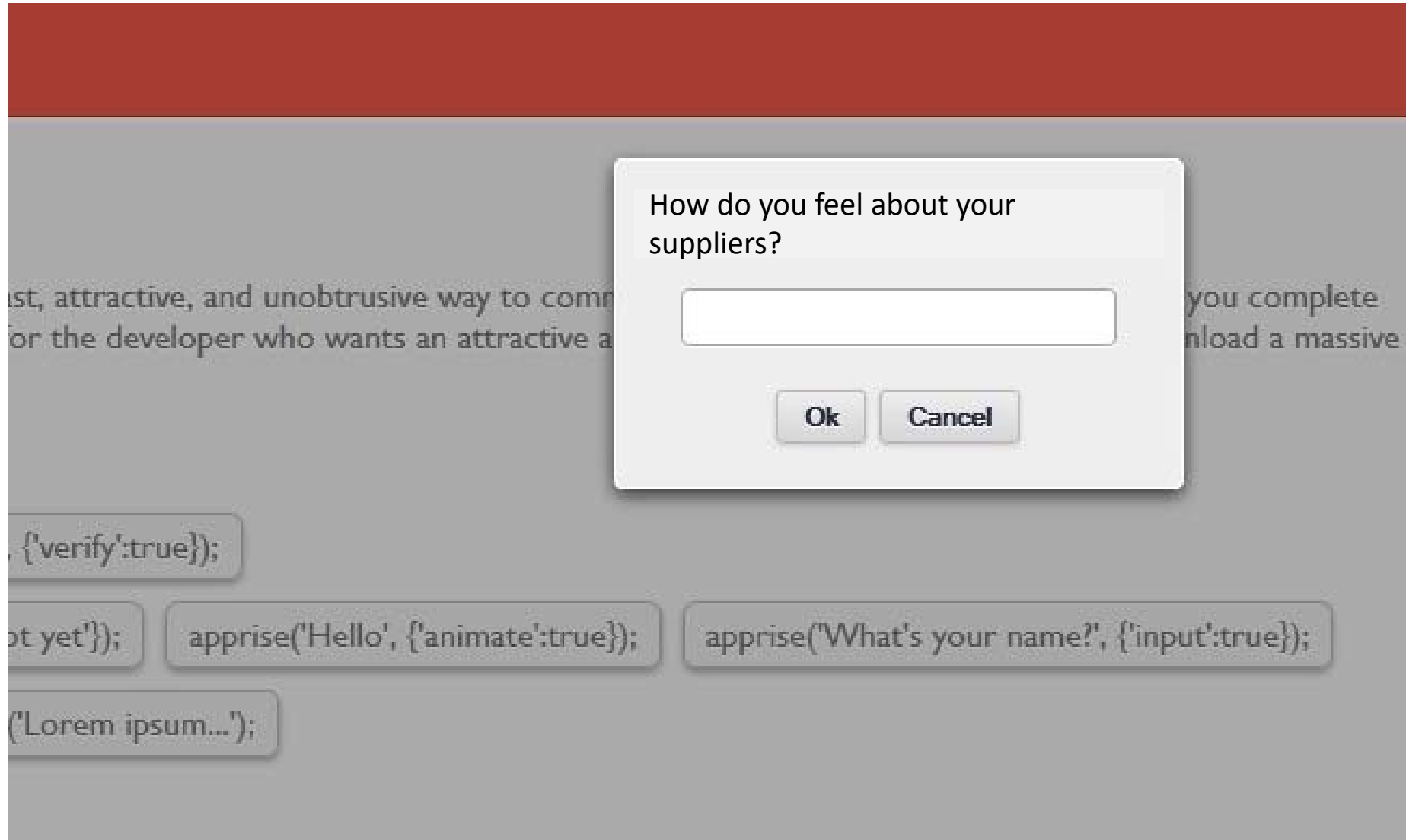
Sample Screen Shots



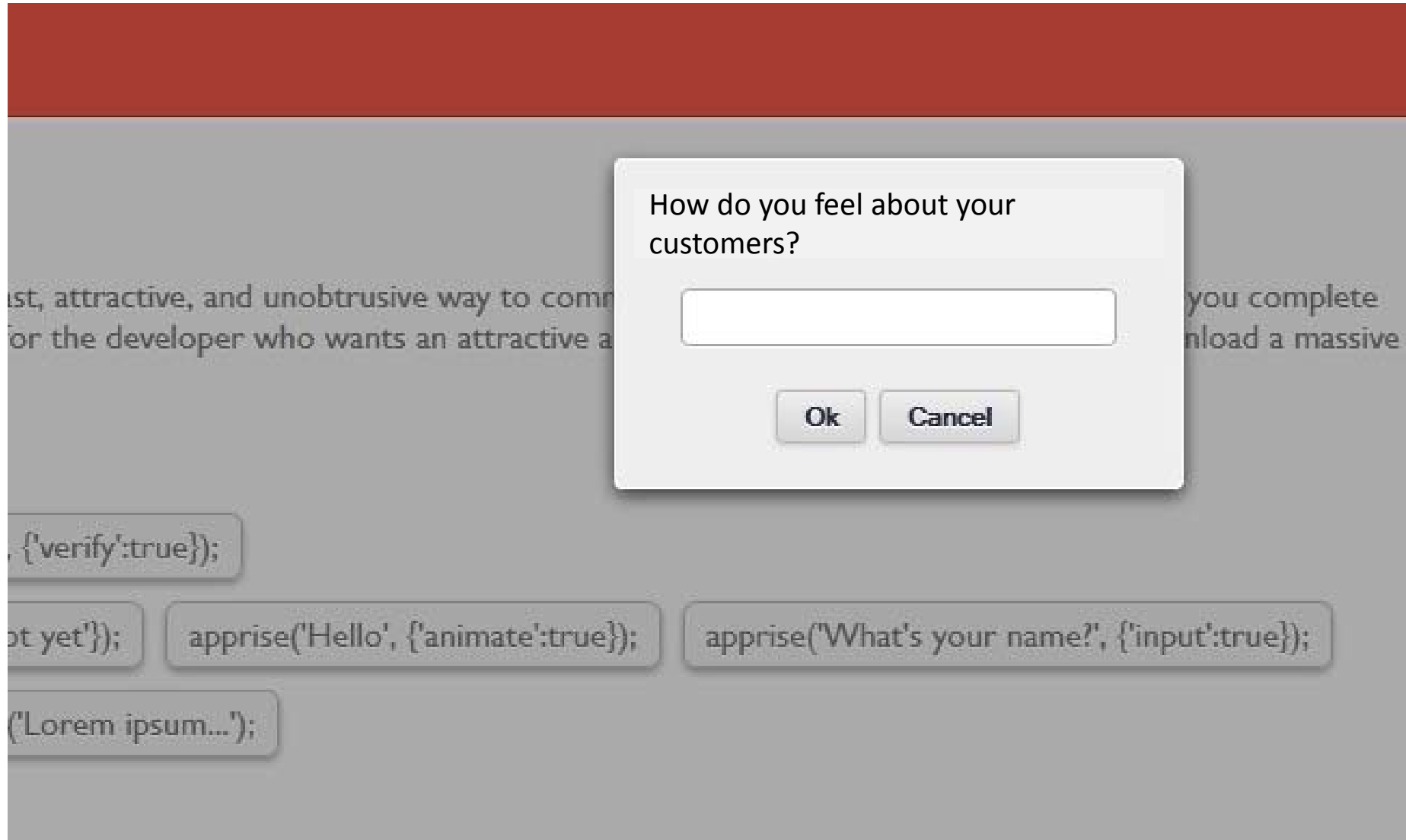
constituents, networks, walled-off, iron curtain, closed doors, corporate-centric, not-our-business, insider/outsider, cross sector, and corporate social responsibility

STAKEHOLDER QUESTIONS

Sample Screen Shots



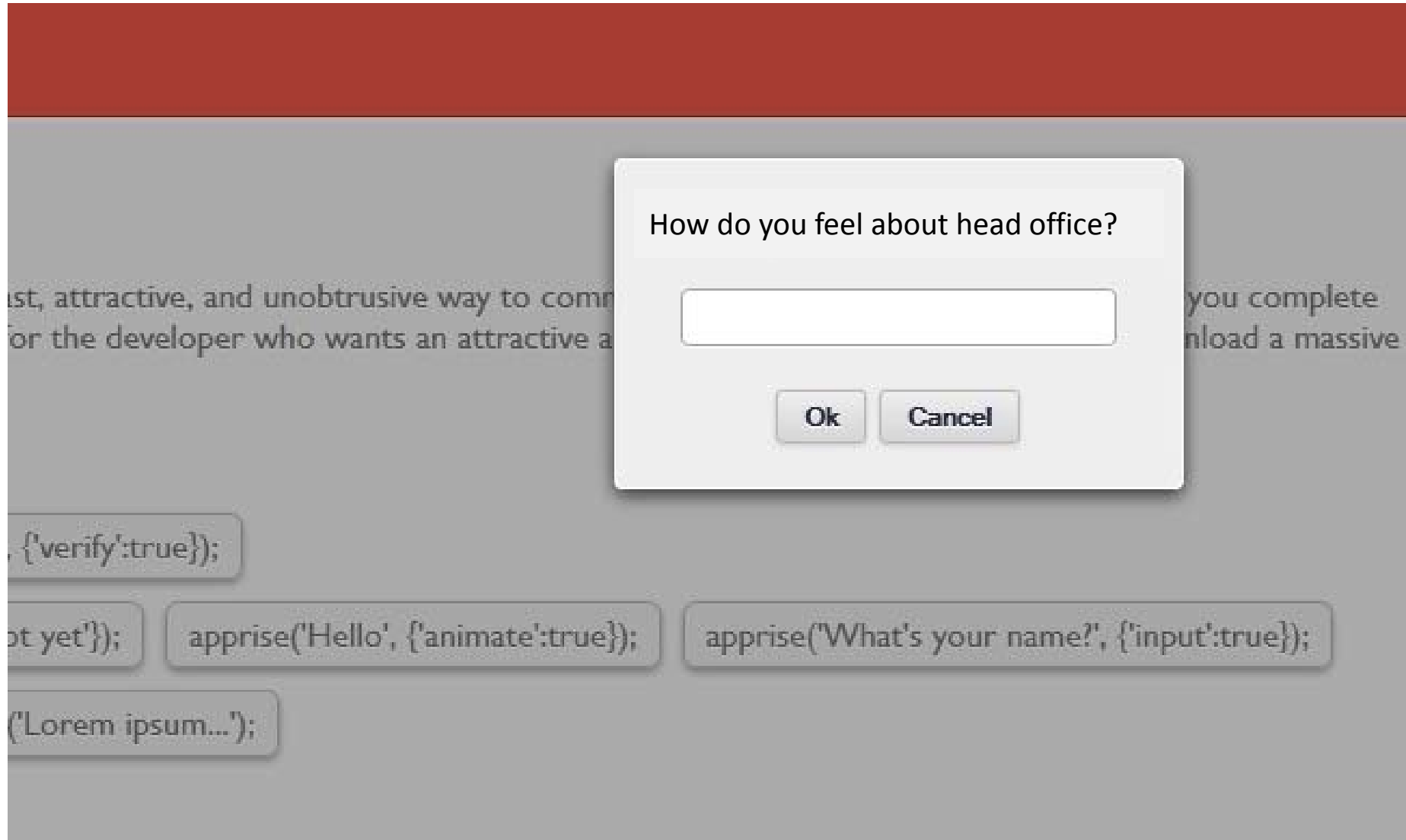
Sample Screen Shots



regions, markets, East/West, native/foreigner, global/local, HQ/field, mothership/satellite, language differences, virtual teams, and geographically dispersed teams

GEOGRAPHIC QUESTIONS

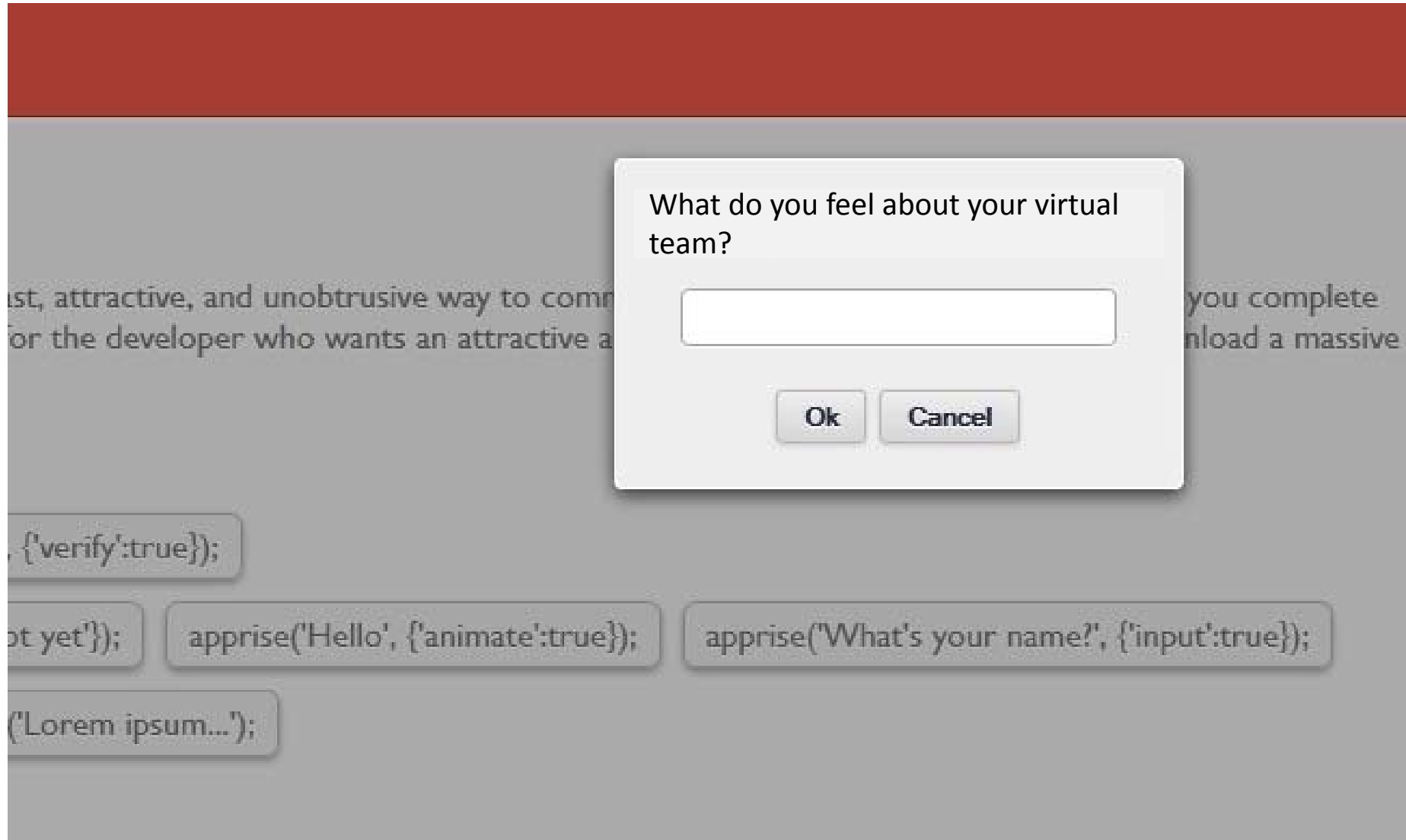
Sample Screen Shots



Sample Screen Shots



Sample Screen Shots



This section deals with the instant reward that people who respond to the questions will get – access to an organizational picture with clear visibility of how other people are feeling, and how the organization as a whole is feeling.

SECTION 2: INSTANT REWARD

Response Screen - Instant

Thank you for your response. The Wordle below represents how your organization is feeling today!



A Wordle visualization on a black background. The words are arranged in a roughly triangular shape, with 'DEPRESSED' and 'HELPLESS' at the top, 'CONFUSED' and 'GOOD' in the middle, and 'ALIVE', 'ANGRY', 'HAPPY', and 'OPEN' at the bottom. The colors of the words are yellow, orange, and light brown.

ALIVE
CONFUSED
GOOD
DEPRESSED
HELPLESS
ANGRY
HAPPY
OPEN

Response Screen – 4 hours later

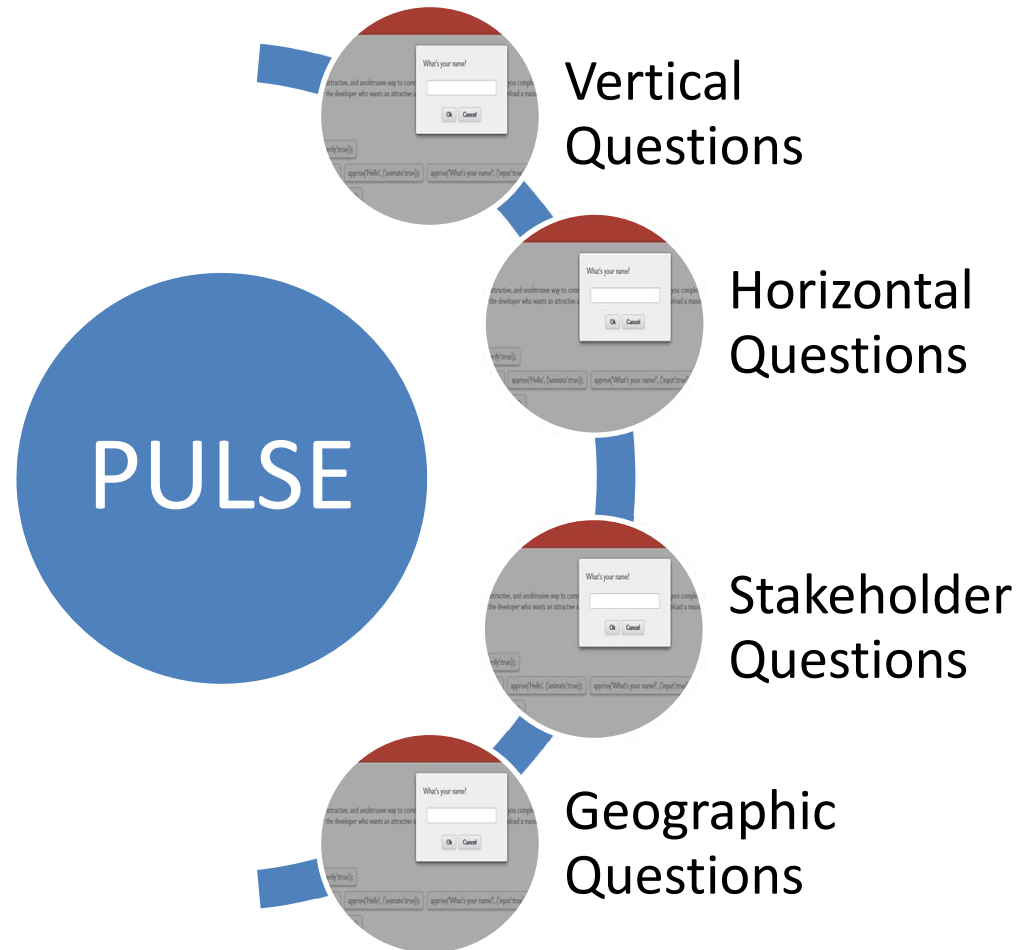
Thank you for your response. The Wordle below represents how your organization is feeling today!



This section deals with the use of the data captured in this exercise to begin diagnosing interfaces in the organization that might need special attention if the organization's PULSE is to improve.

SECTION 3: DATA MINING

Date Captured in PULSE

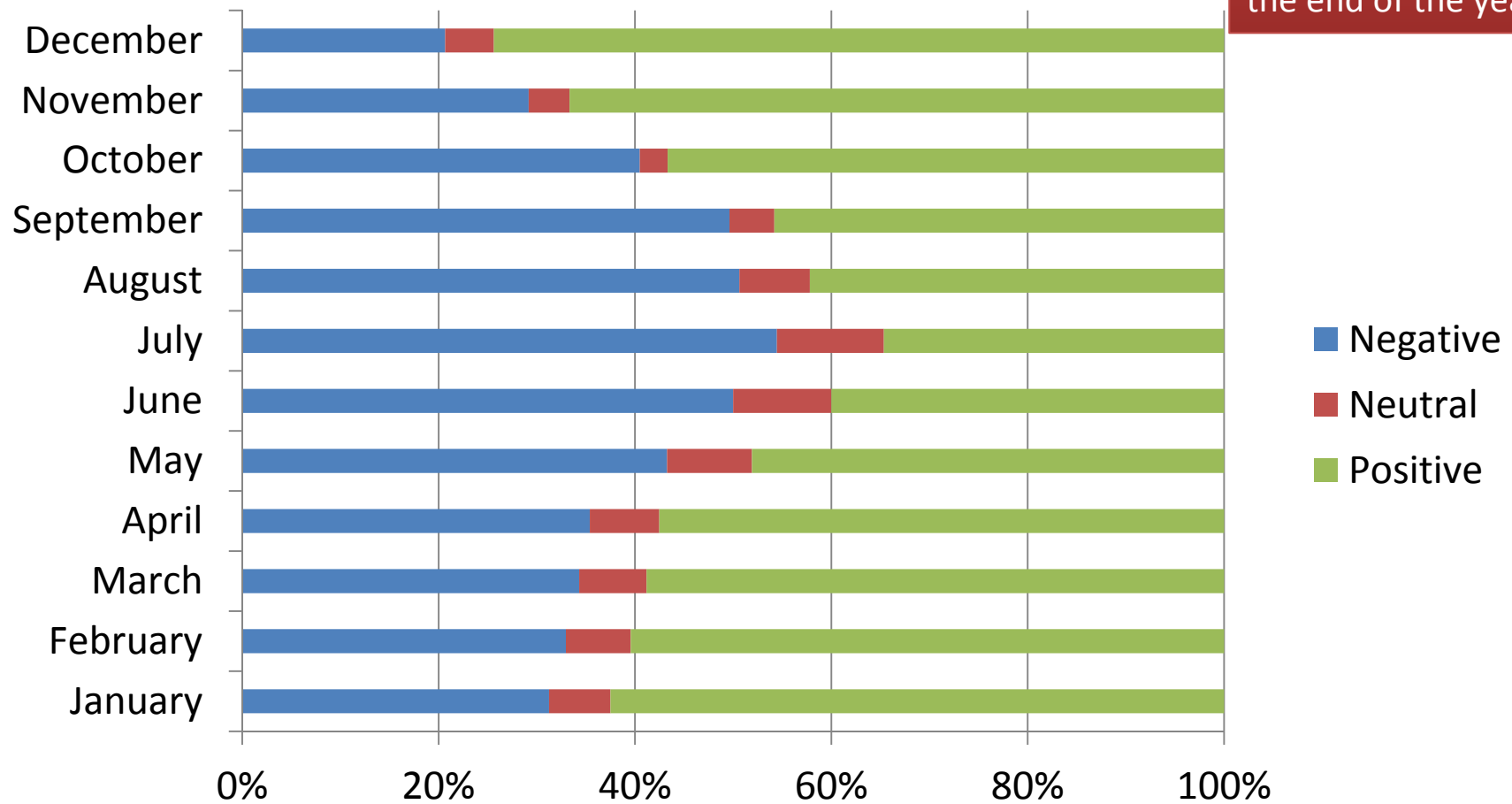


PULSE WORDLE



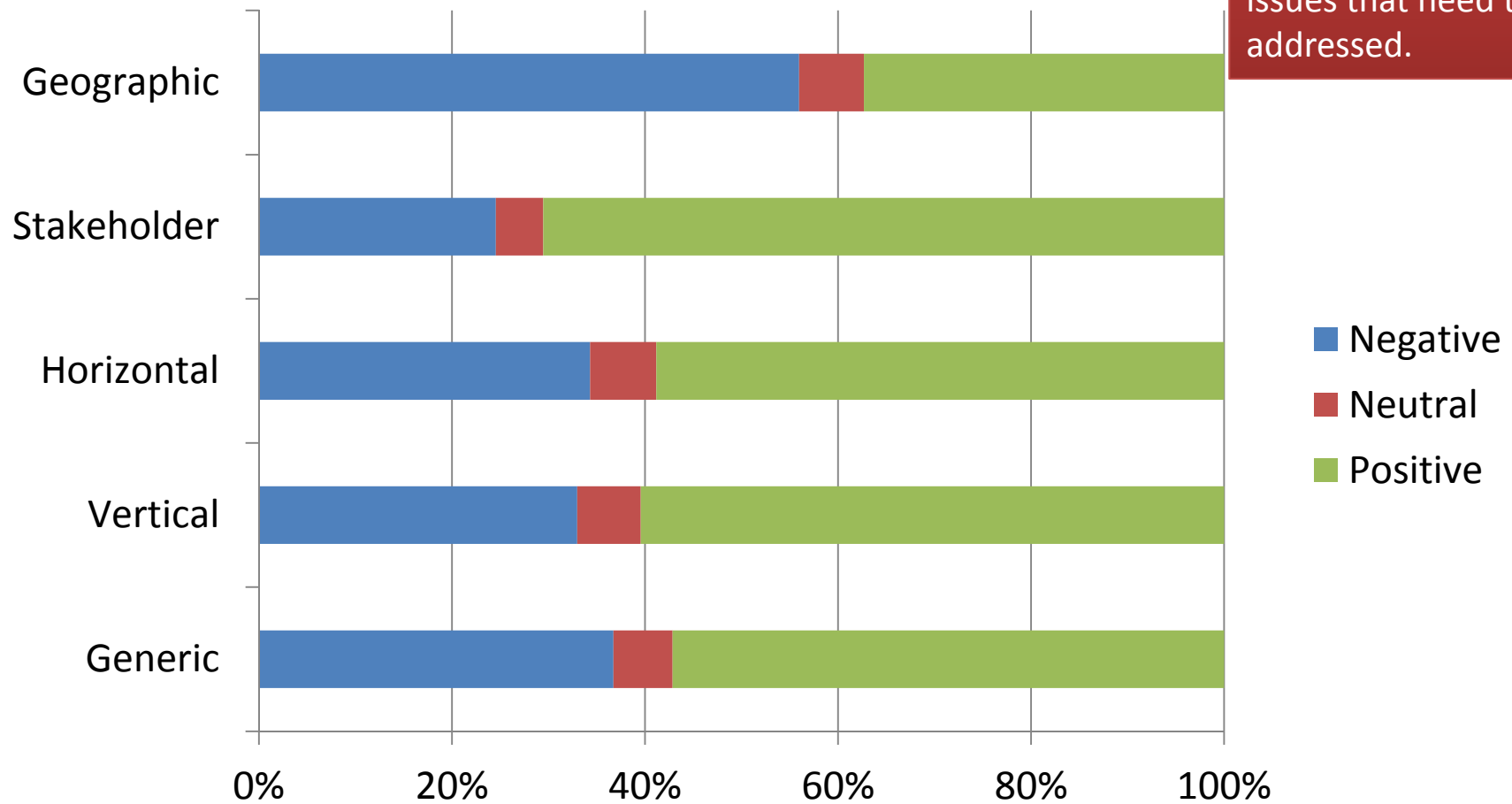
PULSE CHECK

In this example, the organization's PULSE weakened in the middle of the year and then began to strengthen toward the end of the year.



PULSE CHECK

In this example, the organization's PULSE is very different from different perspectives. Clearly there are Geographic issues that need to be addressed.



PULSE CHECK

In this example, the organization's PULSE is very different by department. While Purchase is buoyant, Sales is feeling the heat.

