Beacon Effect | Wellbeing Psychosocial Analysis Platform

Executive Summary

Beacon is a validated psychosocial pulse survey platform designed to help organisations proactively monitor and improve workplace wellbeing. Unlike generic engagement surveys, Beacon focuses on **early detection** of psychosocial risks—covering the key predictors of work stress, clarity, voice, and support.

The Problem

|	
1 in 5 employees experience work-related stress	Traditional annual surveys detect problems too late
Leaders lack real-time visibility into team wellbeing	Compliance with psychosocial safety regulations is increasingly complex

The Solution

Beacon provides:

- **Weekly pulse surveys** (60 seconds, 5 questions)

- **Real-time executive dashboards** with actionable insights

- **Confidential, anonymous responses** to encourage honesty

- **Early warning system** for at-risk teams

- **Evidence-based methodology** aligned with research
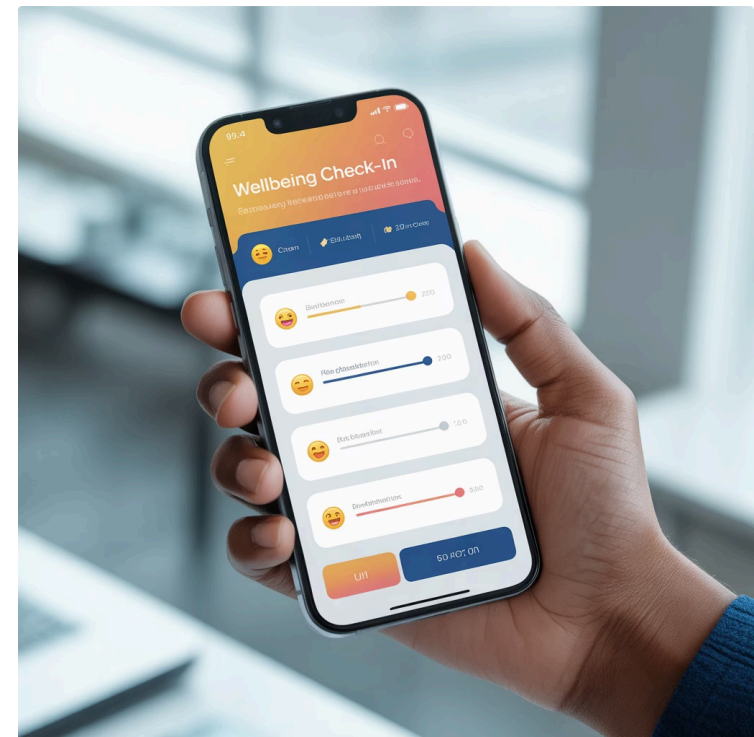
Why Beacon?

Validated Framework

Beacon's 5-dimension model is built on established workplace psychology research:

- **Sentiment/Overall Mood** (25% weight)
- **Workload/Capacity** (25% weight)
- **Psychological Safety** (20% weight)
- **Leadership Support** (20% weight)
- **Clarity/Direction** (10% weight)

Privacy First

- Anonymous responses with no identifying information
- Single-use survey links with short expiry
- Aggregated reporting only (minimum 5 responses per team)
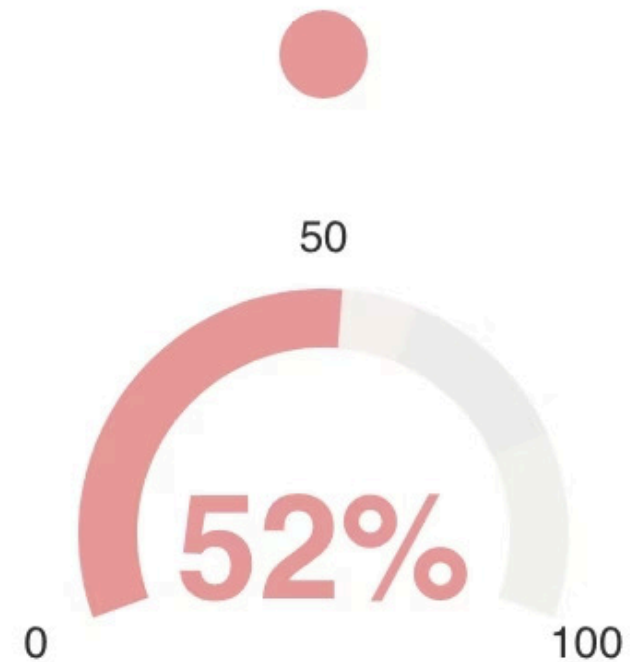- Compliant with privacy regulations

Quick to Deploy

- Set up in under 1 week (assuming appropriate AI available)
- No employee training required
- SMS/email delivery of survey links
- Integrates with existing HRIS systems (API connection required)

These are the 4 core dimensions tracked by Beacon.

Overall Wellbeing Score

50

52%

0   100

Weighting Formula:
- Sentiment: 25%   • Workload: 25%
- Safety: 20%   • Leadership: 20%
- Clarity: 10%

↘ 16.0% vs last week

Key Features

For Employees

- **60-second surveys** delivered weekly via SMS or email
- Simple, relatable questions about their current environment at work
- Complete anonymity—no login required
- Option to flag urgent concerns for immediate follow-up

For Leaders & Executives

- **Real-time dashboard** showing overall wellbeing scores adn heatmap analysis
- **Drill-down capability** by division, department, or team
- **Trend analysis** to spot patterns early
- **Key insights summary** highlighting what needs attention
- **Response rate tracking** to ensure representative data

For HR & Safety Teams

- **Compliance reporting** for psychosocial safety obligations
- **Benchmark comparisons** across teams and time periods
- **Custom Dashboards** developed as required
- **Evidence base** for intervention decisions

Implementation Timeline

01

Week 1: Setup & Configuration

- Client onboarding call
- Configure organisational structure (divisions, departments, teams)
- Import employee data (names, phone numbers, emails) through established API
- Set up dashboard access for leadership team
- Customise branding (optional)

02

Week 2: Pilot Launch

- Send pilot survey to selected team (20-50 employees)
- Monitor response rates and engagement
- Review initial dashboard data with client
- Refine messaging and delivery timing
- Create communicaton pack for release to selected audience

03

Week 3: Full Rollout

- Communicate launch to all employees
- Send first company-wide pulse survey
- Train leadership team on dashboard usage
- Establish weekly cadence

04

Week 4: Review & Optimise

- Review first month of data
- Amend dashboard if required
- Identify early trends and insights
- Adjust survey frequency if needed

🗒 Total time from contract to full deployment: 3-4 weeks

Compliance & Standards

Beacon helps organisations meet their obligations under:

Work Health & Safety Act (psychosocial hazards)

ISO 45003 (Occupational health and safety management — Psychological health and safety at work)

Safe Work Australia guidelines on psychosocial hazards

Model WHS Regulations for managing psychosocial risks

Our methodology is informed by research from:

- **Amy Edmondson** (Harvard) – Psychological Safety
- **Karasek & Theorell** – Job Demand–Control–Support Model
- **Christina Maslach** – Burnout & Wellbeing Research
- **Google's Project Aristotle** – Team Effectiveness

ROI & Business Impact

Beacon delivers measurable improvements in wellbeing, compliance, and business performance through early detection of psychosocial risks and data–driven action tracking.

Evidence-based benefits:

Reduced absenteeism & burnout:

Regular "cultural inspections" identify overload or low support early—aligning with Safe Work NSW psychosocial hazard controls.

Improved retention:

Teams that feel respected, supported, and able to speak up show significantly lower voluntary turnover (10–15% reductions are commonly observed in wellbeing and engagement research).

Enhanced engagement & productivity:

Psychological safety enables learning behaviours and collaboration; meta-analyses link high-safety teams to stronger performance outcomes.

Compliance assurance:

Weekly pulses demonstrate active monitoring and consultation required under the WHS Regulation 2017 (NSW).

Faster insight:

Frequent, anonymous check-ins detect emerging risks weeks or months before annual surveys could—allowing proactive, low-cost intervention.

Indicative ROI model:

Preventing even one or two voluntary resignations per 100 employees can offset Beacon's annual cost many times over, with replacement costs typically **30–100% of salary per role**.

(Sources: Safe Work NSW Code of Practice – Managing Psychosocial Hazards (2023); Edmondson & Lei, Annual Review of Organisational Psychology (2014); Gallup State of the Global Workplace (2023))

Security & Privacy

Data Protection

- All data encrypted in transit (TLS 1.3) and at rest (AES-256)
- Hosted in Australian data centres (AWS Sydney)
- ISO 27001 certified infrastructure
- Regular security audits and penetration testing

Privacy Guarantees

- Anonymous responses—no personally identifiable information stored
- Aggregated reporting only (minimum 5 responses per view)
- Single-use survey tokens with 7-day expiry
- No tracking cookies or analytics on survey pages
- Full compliance with Australian Privacy Act

Access Controls

- Role-based access (executive, manager, HR admin)
- Multi-factor authentication available
- Audit logs for all dashboard access
- Data retention policies configurable

Support & Training

Included with All Plans

- **Onboarding documentation**

- **Email support** with guaranteed response times

- **Knowledge base** with FAQs and best practices

- **Regular product updates** and feature releases

Premium Support Options

- **Dedicated account manager** (Enterprise only)

- **Priority phone support** (Professional & Enterprise)

- **On-site training workshops** for leadership teams

- **Custom reporting** and data analysis services

Getting Started

Ready to transform your workplace wellbeing?

Step 1: Book a 30-minute demo

- See the dashboard in action
- Walk through sample survey experience
- Discuss your organisation's specific needs

Step 2: Free 2-week trial

- Test with up to 50 employees
- Full access to all features
- No credit card required

Step 3: Choose your plan & launch

- We handle all setup and configuration
- Full rollout in under 4 weeks
- Ongoing support every step of the way

Contact Us

Email

hello@beaconwellbeing.com.au

Website

www.beaconwellbeing.com.au

Frequently Asked Questions

How long do surveys take for users to complete?

60 seconds. We've designed Beacon to be quick and non-intrusive. Employees answer 5 simple questions and can complete it during a coffee break.

How often are surveys sent?

Weekly by default, but frequency is customizable. Some clients prefer fortnightly or monthly. We recommend weekly for early detection. Timing can be defined dependent on your workforce.

What if response rates are low?

We provide best-practice guidance on communication and timing. Typical response rates are 70–85% when surveys are well-communicated and leadership is engaged.

Experience tells us that the key to ongoing engagement is for employees to see action as a result of the feedback. Any reltaed interventions, initiatives, activities should be explicitly tied back to the Beacon Wellbeing initiative to encourge ongoing usage.

Can we add custom questions?

Yes, custom questions are available as an add-on. We recommend starting with the core 5 questions to establish baseline data and to ensure principles of quick interaction, consistent topics under review etc are maintained.

How is this different from engagement surveys?

> 💡 Psychological safety is about creating an environment where people feel safe to speak up, take risks, and be vulnerable without fear of negative consequences.
> **It's about the system, processes, and culture — not an assessment of individual mental health.**

Traditional engagement surveys are retrospective and infrequent (annual). Beacon is **proactive and continuous**, designed for early detection of psychosocial risks, not just measuring satisfaction. Crucially, Beacon focuses on fostering **psychological safety**, which is about creating an environment where people feel safe to speak up, take risks, and be vulnerable without fear of negative consequences. This approach focuses on the system, processes, and culture within your organization, rather than assessing individual mental health, enabling a culture of continuous learning and innovation.

What happens if a team scores poorly?

The dashboard highlights at-risk teams automatically. We provide intervention guides and can connect you with workplace psychologists if needed.

Can we integrate with our HRIS?

Yes, Enterprise plans include API access for automatic employee data sync with platforms like BambooHR, Workday, and SAP SuccessFactors.

Is there a minimum contract term?

No lock-in contracts. We offer month-to-month plans. Most clients see value within the first 3 months and continue long-term.

How do you ensure anonymity?

Survey responses contain no identifying information—only the aggregated team/department they belong to. Single-use tokens prevent linking responses to individuals.

Can managers see individual responses?

No. Managers only see aggregated data for their team (minimum 5 responses). This ensures psychological safety for honest feedback.

Beacon Effect: Illuminate the effectiveness of your systems, process and culture, before problems become crises.