* **Header image** 
  + Listening & Insights Header Image

* **Intro paragraph to Listening & Insights** 
  + Together, we leverage our collective voice to co-create the best work experience. Team members are empowered to influence change and decision making through formal and informal channels. The insights we gather inform dialogue, drive action, and advance the team member experience. Listening is the foundation of all we do.
  + Surveys, focus groups, advisory councils, and social media represent the formal and informal ways we tune in to team member experience and perceptions.

* **Program tabs**
  + Engagement Survey
    - Photo (NSUH pic)
    - Overview paragraph
      * Surveys are an essential listening tool that provide insight into the experience of our team members and enable us to see trends over time. On an annual basis, all team members are invited to share feedback regarding their experience at Northwell by participating in our annual Engagement Survey. Through our survey, we gain insights into key factors that shape day-to-day experiences, such as teamwork, access to tools and resources, manager-team relationships, training, career development, benefits, and the extent to which our organization supports team member well-being. Survey results are used to inform organizational initiatives and inspire local improvements as team members and their leaders work together transparent results discussions, ongoing action planning and collaboration.

* + - CTA
      * Learn more!  *( link to Engagement Survey program page)*
  + Pulse Survey
    - Photo- Saved as “Photo\_Pulse Survey” on drive
    - In addition to our annual Engagement Survey, we also conduct shorter, more targeted surveys throughout the year, which enable us to gain deeper insights into a particular topic or learn more about the experience of a specific team member population. In 2020, our pulse surveys enabled us to understand how we could better support the well-being of our team members during the first wave of the COVID-19 pandemic and helped shape the organization’s new remote work strategy.
    - CTA
      * Click here to learn more!
        + 2020 COVID Team Member Support Survey Results Summary - Final

* + GPTW
    - Paragraph:
      * As the company known for their global authority in workplace culture, Great Place to Work provides Northwell with the ability to annually pulse our team members, listening to their needs allowing us to continuously improve and enhance their experience. This application allows our organization to be considered for recognition lists such as the Fortune 100 Best Places to Work For® showcasing the quality of our workplace culture throughout the nation & abroad.
    - CTA
      * Learn more (link to GPTW page)
    - Photo
      * Team members in cafeteria

* + Advisory Councils
    - Photo: Saved as “Focus Groups-Advisory Council” in folder
    - Overview Paragraph
      * Our Experience Strategy advisory councils, with membership that spans all organizational levels, specialties, and locations, enable us to obtain feedback and incorporate the voice of our team members as we conceptualize and develop initiatives, socialize programs, and share best practices. These groups have helped to shape our well-being offerings, the annual president’s award program, our approach to survey participation efforts, our Team Member Experience focus areas and more!
    - CTA: Read our testimonials! *(link to “Advisory Council Testimonial\_for EX Website” - saved in folder)*

* + Focus Groups
    - Overview paragraph
      * In addition to our advisory councils, we obtain feedback and insights on an ad-hoc basis through unfiltered, candid two-way dialogue fostered within highly targeted and specialized focus groups. Feedback further shapes the strategy and tactics that will advance the team member experience.
      * Conducting focus groups after reviewing survey results We find it incredibly enlightening supplement our survey data with additional feedback from
    - Photo
    - Remove CTA

* + Social Media
    - Photo: “Photo-Social Media”
    - Overview paragraph
      * We’re always “tuning in” to the latest buzz on our Facebook group and Instagram page. Social media provides rich insight into the current pulse of our organization as well as perceptions of and engagement with different programs we offer. Through our social media listening efforts, we’ve also been able to act on team member ideas and suggestions and had the opportunity to respond to and help team members in real-time.
    - CTA: Join our Northwell Life Facebook group and follow us on Instagram!
    - Facebook: <https://www.facebook.com/search/top/?q=northwell%20life>
    - Glassdoor: <https://www.glassdoor.com/Overview/Working-at-Northwell-Health-EI_IE1142964.11,27.htm>

**Additional resources**

* How to Action Plan
  + Photo - saved as “Photo\_Action Planning”
  + Action planning is the process of reviewing Engagement Survey results as a team, identifying areas of focus, and working together to design and implement solutions. For action planning to be effective, leaders must create a psychologically safe space where our team members can share their most creative ideas and feel true ownership of the solutions. Team ownership ensures improvements will be adopted and sustained. It’s also a great way to build pride and camaraderie. HR leaders are available to support these efforts across the organization.
  + CTA: Click here to watch a short instructional video on action planning (https://intranet.northwell.edu/NSLIJ/hr/EmployeeExperience/WorkEngFilesTeam/Module%203.aspx).Then, click here to download our template for sharing results to get started!*(saved as “Sharing template” on the drive)*
* Engagement Survey Results Summary
  + Photo/video – Saved as “Photo\_Engagement Survey Results Summary” on drive
  + Copy: Each year, the Employee Experience Strategy team analyzes the collective results of tens of thousands of team member engagement survey responses. We distill these data into a concise executive summary which highlights our accomplishments and strengths and shines light on the areas of the organization that need additional support. Our executive leadership reviews our engagement results and shares this summary widely and transparently across the organization. This communication cascade unites us, empowers us, and aligns our efforts to better our work environment and continue to evolve our culture.
  + CTA: Click here to download our 2020 Engagement Survey Results Summary *(saved on the drive as “2020 Engagement Survey Results Overview”)*
* *Great Place to Work 2020 Survey Results* 
  + Copy: The Trust Index survey is a critical component of our application to continue to be recognized as a Fortune 100 Great Place to Work. August 17th-31st, the survey was distributed to 5,000 team members across Northwell Health. Over the two-week administration, 1,367 team members responded, which is a response rate of 27%.
  + Photo: Screen shot of Executive Summary
  + CTA: View the executive summary of our results (link to 2020 GPTW Trust Index Executive Summary PDF) - in GPTW folder

**Rotational Content**

* Great Place to Work 2019-2020 application
  + Copy: Organized through fifteen questions, the 2019-2020 application dictates how as an organization we manage celebrating our people, hiring new team members, development, and much more. Dive into the story that got us recognized on the Fortune 100 list.
  + Photo: Mel to provide
  + CTA: Check out our 2019-2020 application (link to 2019-2020 Northwell Health Great Place to Work Application.pdf)
* All the Ways We Listen ~~–~~ 
  + Photo - Saved as “Photo\_All the ways we listen”
  + Copy – As the Experience Strategy team, we seek to incorporate the team member voice into everything we do. As our continuous listening approach continues to evolve, we leverage one on one informal discussions with leaders and team members, focus groups, town halls, advisory councils, and social media to stay connected to the feelings, perceptions and experiences of our team members. We also look externally, to sites like Glassdoor, to understand candidate and current and former team member perceptions of our brand and organization. The insights we gain from these channels shape our strategy, inform our programs, and, ultimately, enable us to be advocates for our team members across the organization.
  + CTA: Click here to read more about all the ways we listen. *(Link to document saved as: “EX Website- Listening and Strategic Insights Page Cpnten-v.11.11.20).*
  + CTA: Visit Glassdoor to share your experiences working at Northwell Health (link to northwell glassdoor)

* Infographic
  + Photo - saved as “Photo\_Engagement Survey Infographic” on drive
  + Copy – Every year, we create an infographic to share key highlights from our Engagement Survey results. Take a look to learn more about how we did and where we’ll be focusing in 2021.
  + CTA: Download our 2019 Engagement Survey Results Infographic *(saved as “2019 Survey Results Infographic\_Final”)* – would probably be better to wait until we receive 2020 from Home