

# Destination Toronto Employee Pulse Survey (Q1) Insights

# Why are we here?



**1.**

Review the results of our  
Employee Pulse Survey (Q1)



**2.**

Discuss the implications of  
these results



**3.**

Identify focus areas and take  
action

## What's a good participation rate?

Participation rates help us understand how representative the feedback is. While we are not aiming for 100%, a majority of employees is an indicative sample.

Our participation rate is:

**CURRENT**  
Employee Pulse Survey (Q1)

**91%**

Responses: 61 of 67



70% of Culture Amp customers have response rates between 75% and 90%.

# Why do we care about engagement?

Engagement is a measure of people's connection and commitment to the company and its goals. By lifting it, we can impact performance, innovation, retention and attraction of talent.

## Our Engagement score

**CURRENT**  
Employee Pulse Survey (Q1)

**92%**



### Questions we asked:

1. I am proud to work for Destination Toronto

## What are survey factors?

In addition to Engagement, we asked questions about other factors regarding our workplace and culture. A factor score is the average score of all questions within that factor.

Factor	Score
Engagement	<b>92</b>
Enablement	<b>79</b>
Leadership	<b>77</b>
Alignment	<b>77</b>

Factor	Score



# Strengths & Opportunities

We'll now take a closer look at the questions. We can see our Strengths (higher scores) and Opportunities (low scores). Strengths are things we can celebrate while Opportunities represent things we should keep an eye on for improvement.

### Highest 3 Scores

Enablement

**I have access to the resources needed to do my job well (e.g. hardware, software, workspace, training).**

**92%**

Engagement

**I am proud to work for Destination Toronto**

**92%**

Alignment

**I know what I need to do to be successful in my role at Destination Toronto**

**87%**

These are the key areas we are excelling in, and most improved areas compared to our previous survey.

### Lowest 3 Scores

Enablement

**The systems and processes at Destination Toronto support me in getting my work done effectively (e.g. SOPs, CRM, creative requests, accounting platforms, HRIS, and policies).**

**66%**

Alignment

**I feel recognized for my efforts at Destination Toronto**

**67%**

Leadership

**The leaders at Destination Toronto keep people informed about what is happening**

**75%**

These are the key areas with opportunities to improve overall, and compared to our previous survey.