

Destination Toronto Employee Pulse Survey (Q2) Aug 2023 Insights

Why are we here?



1.

Review the results of our
Employee Pulse Survey (Q2)
Aug 2023



2.

Discuss the implications of
these results



3.

Identify focus areas and take
action

What are we comparing to?



previous

Employee Pulse
Survey (Q1)

We are comparing these results with our previous survey results.

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 (Q2)
Aug 2023

85%

Responses: 57 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 (Q2) Aug
2023

93%



How did we compare?

PREVIOUS

Employee Pulse Survey (Q1)

+1


Score: 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	 Previous	Score
Engagement	+1	93
Enablement	+6	85
Alignment	+4	81
Leadership	-6	71

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

I am proud to work for Destination Toronto

93%

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

89%

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

86%

Highest 3 Scores vs. Previous

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).

+16 **82%**

I feel recognized for my efforts at Destination Toronto

+6 **73%**

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

+2 **89%**

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

Lowest 3 Scores

The leaders at Destination Toronto keep people informed about what is happening **68%**

I feel recognized for my efforts at Destination Toronto **73%**

The leaders at Destination Toronto have communicated a vision that motivates me **74%**

Lowest 3 Scores vs. Previous

The leaders at Destination Toronto keep people informed about what is happening **-7 68%**

I have access to the resources needed to do my job well (e.g. hardware, software, workspace, training). **-6 86%**

The leaders at Destination Toronto have communicated a vision that motivates me **-5 74%**

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