

Say hello to...

# PEARL™

FROM  
PeopleInsight

## PEARL™

### is our model for measuring employee engagement

We use it as the starting point for your questionnaire design, reporting and action planning. We believe it's the best model out there to assess the varied aspects of employee experience, get a true measure of engagement and deliver results that you can action.

### The science behind it means it's really robust

Our task team of psychologists and data scientists reviewed the latest employee engagement, stress and wellbeing literature; carried out primary research across hundreds of clients; analysed over 20 million data points and focussed on actionable items so that all the data you get will lead to change.

But it's based on real people and experience.

We speak in plain English, which means employees are clear on what's being asked and managers and leaders can easily explore results to see where change is needed.

### And you can explain it in about

Your engagement score is made up of 5 indicators – these are how employees demonstrate their engagement:

- Pride**  
in the organisation and what it stands for
- Endeavour**  
going the extra mile at work
- Advocacy**  
they'd recommend the organisation and its products / services
- Care**  
about the future of the organisation
- Longevity**  
they want to stay working there



There are 35 core questions which apply to public and private, not-for-profit and small and large organisations.

You can influence these indicators by acting on different parts of the employee experience, grouped into the 5 PEARL™ themes:

- 1. Purpose**  
What do you stand for and where are you going?
- 2. Enablement**  
Do your employees have everything they need to do their job well?
- 3. Autonomy**  
Are you promoting healthy and positive behaviours?
- 4. Reward**  
Are employee efforts and growth aspirations being recognised?
- 5. Leadership**  
Are your leaders supporting and enabling change?

### Making our surveys comparable, relevant and lean...

Our core question set gives you benchmarks across sectors, industries and organisation types so you can check how attractive your employee experience looks against your peers.

...But not too lean.

Our survey holds people's attention but also gives you plenty of rich data across different topics, with smart analysis and granular reporting.



### Something burning to ask?

We can adapt our surveys to suit you, with a database chock-full of insights to compare against. You can add in custom indices and factors to dig into wellbeing, line manager performance or burnout risk.

No matter what the results, we'll help you do something about them.

PEARL™ was designed to identify real, actionable recommendations so you know where to focus after the survey closes.



So you can trust People Insight

just like they do...



“ I like the PEARL™ model and the survey itself - they cover the key things while still keeping it relatively simple. I also like the use of key drivers to help focus action planning and this was a key factor in our decision making. We loved working with People Insight and found them helpful, informed and really good to work with. ”

Kate Turner, Plan UK

### Still have questions?

Explore more about PEARL™ by downloading our [whitepaper](#) or speaking to one of [our team](#).