

HUMAN RESOURCES | COURSE BROCHURE

Pulse Surveys and Continuous Listening

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Annual engagement surveys arrive too late to act on. This course explains how to build a continuous listening strategy: short pulse surveys, lifecycle surveys, open-text analysis, manager dashboards and action planning, so leaders hear employees regularly and respond quickly.

Employees stop answering surveys when nothing changes. You will learn to listen more often and act faster.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Survey design practice, text analysis demonstrations, action planning workshops and case studies.

Course objectives

By the end of this course, participants will be able to:
• Explain continuous listening approaches
• Design effective pulse and lifecycle surveys
• Choose survey frequency and sampling
• Analyse quantitative and open-text feedback
• Equip managers to act on results
• Close the loop with employees

Target audience

This course is suitable for:
• HR and engagement managers
• People analytics professionals
• Internal communication managers
• HR business partners
• Line managers



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Target competencies

Participants will develop competencies in:

- Survey design
- Feedback analysis
- Action planning
- Manager enablement
- Communication

Course outline

Day 1: Listening Strategy

09:00–10:08	Limits of annual surveys
10:08–11:00	Listening channels
11:00–11:30	**Coffee break**
11:30–11:45	Listening channels (continued)
11:45–12:53	Strategy design
12:53–14:00	Exercise

Day 2: Survey Design

09:00–10:08	Question writing
10:08–11:00	Pulse and lifecycle surveys
11:00–11:30	**Coffee break**
11:30–11:45	Pulse and lifecycle surveys (continued)
11:45–12:53	Survey fatigue
12:53–14:00	Workshop

Day 3: Analysis

09:00–10:08	Statistical basics
10:08–11:00	Open-text analysis
11:00–11:30	**Coffee break**



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11:30–11:45	Open-text analysis (continued)
11:45–12:53	Benchmarks
12:53–14:00	Demonstration

Day 4: Taking Action

09:00–10:08	Manager dashboards
10:08–11:00	Team action plans
11:00–11:30	**Coffee break**
11:30–11:45	Team action plans (continued)
11:45–12:53	Follow-up
12:53–14:00	Exercise

Day 5: Closing the Loop

09:00–10:08	Communicating results
10:08–11:00	Measuring change
11:00–11:30	**Coffee break**
11:30–11:45	Measuring change (continued)
11:45–12:53	Governance
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,890.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.–**
Kuala Lumpur Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,450.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Paris Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,860.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.–**
Barcelona Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,840.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.–**
Rome Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,450.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Barcelona Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,840.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Vienna Confirmed dates	29 Mar 2027	2 Apr 2027	**€2,940.–**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.–**
Rome Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,450.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
Cape Town Confirmed dates	3 May 2027	7 May 2027	**€1,890.–**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	24 May 2027	28 May 2027	**€3,150.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Vienna Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,940.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Amsterdam Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,540.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Cape Town Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,890.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
London Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Rome Confirmed dates	30 Aug 2027	3 Sept 2027	**€2,450.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
Frankfurt Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,650.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Dubai Confirmed dates	11 Oct 2027	15 Oct 2027	**€3,150.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Istanbul Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,650.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	15 Nov 2027	19 Nov 2027	**€3,150.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
London Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,450.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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