

# TINYpulse Opens First Step-By-Step Employee Engagement Resource Center

*TINYinstitute will guide leaders on how to introduce and sustain a full engagement plan*

SEATTLE – TINYpulse, an innovator in employee engagement software, today launched the first-ever online resource center to guide organizations through the employee engagement journey. The TINYinstitute teaches that true employee engagement requires an active investment throughout an employee's experience – not just upon hiring or during performance reviews.

“Employee engagement might sound hard, but we're here to make it easy for anyone who wants to make the commitment,” said TINYpulse CEO David Niu. “We're excited to lend our knowledge of engagement best practices, free of charge, to any organization that's interested.”

The TINYinstitute gives leaders a roadmap to full engagement in 5 steps:

- 1) Recruiting & Onboarding: How to find the best talent and make sure you properly welcome them and prepare them for success
- 2) Culture & Values: How organizations can create a unique set of values, and use them to attract and retain top talent
- 3) Recognition & Appreciation: How to understand the significance of properly recognizing the accomplishments – big and small – of employees to make them feel valued
- 4) Training & Development: How to foster professional growth to provide employees with a clear path to success and development
- 5) Advanced Retention: How to remain a diligent guardian of your company culture to keep employees engaged and developing over the long term

TINYinstitute will be available to leaders at levels, and will be relevant for any company – from five employees to 5,000. The institute will be backed by TINYpulse's team of employee engagement experts, updated frequently with resources including:

- TINYpulse research reports backed by exclusive data
- E-books containing advice and stories from employee engagement leaders
- Articles offering analysis of third-party employee engagement reporting
- Webinars that may offer HRCI and SHRM credit

“We encourage leaders of all stripes – CEOs, HR leaders, managers – to take advantage of this resource,” said Kevin Nakao, TINYpulse Chief Employee Engagement officer. “We're here to remove any obstacle in the way of you and a fully-engaged workforce.”

For more information on the TINYinstitute or to arrange an interview, please contact XXX XXX at XXX@tinypulse.com.

**About TINYpulse:** We offer an easy feedback solution for leaders looking to boost worker happiness. TINYpulse takes the pulse of employees through a weekly, one-question survey, and helps boost company culture by making it easy for coworkers to recognize each other's accomplishment. Over 500 companies around the world use our survey tool, and we reach more than 50,000 workers each week in industries ranging from tech to education, healthcare, and finance.

# Making the Employee Engagement Journey Easy

*The creators of TINYpulse have opened the TINYinstitute, a resource center to guide you in creating a fully engaged workforce – from hiring to retirement*

SEATTLE – My name is Jeff, and I run a small business (we sell outdoor equipment online). I'm here to tell you how the boring-sounding concept of "employee engagement" can save your life – because it saved mine.

Last Christmas was a blessing and a nightmare. We were so socked with orders, I resorted to walking around downtown Seattle hiring people to help. After the holiday, I went on a hiring spree, grabbing people to run SEO, social media, and a bunch of new people in the warehouse.

My brilliant plan to grow our staff to prevent another Christmas-disaster was itself a disaster. I hired quickly, and some of the people were awful. Worse, the people who had been with me longest thought I had forgotten about them. By March, three great people had resigned, and didn't know why.

Of course, I turned to Google. After a few hours, I discovered the concept of employee engagement. It helped me realize that, in my hiring haste, I had lost track of the important people who had helped me build my business. Most importantly, I learned that engagement is a journey. It begins with hiring and ends, if all goes according to plan, when that hire reaches retirement age.

Frustratingly, I had to cobble together my employee engagement knowledge from a bunch of sources. I often found myself wishing an employee engagement guardian angel would appear in my office and just show me how to do engagement right.

You, however, will have a much easier time. The employee engagement experts at TINYpulse (whose blog is a valuable resource) just launched a free, full-service learning center for the employee engagement journey. Their TINYinstitute will allow anyone – CEOs, HR managers, department heads – to learn how to engage workers beginning at the hiring stage.

The TINYinstitute will teach you how to:

- Find and hire really excellent, and then properly welcome them to your company
- Inform those excellent people that there's a larger purpose behind their work and our company by finding and articulating your company's unique vision and values
- Recognize the excellent work of your excellent people so they feel valued
- Help those people learn new skills so their careers blast into space like the Atlas V rocket

It's been a hard year for me, my business, and my people. But, I'm really optimistic about the future (and about the deluge of orders we'll handle this Christmas). I care about the people I work with because I like them, and I know they are the key to my success.

We've just begun our employee engagement journey, and the best is yet to come.

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# New Resource Teach How to Do Employee Engagement Right

*From the makers TINYpulse comes TINYinstitute, a free resource center to guide leaders through the employee engagement journey*

SEATTLE - Do a Google search on “employee engagement” and you’ll get a ton of results telling you *what* it is. But, you won’t find a source to teach you *how* to do employee engagement – and that’s the one thing leaders need to boost employee engagement successfully.

The employee engagement experts at TINYpulse have solved that problem. Today, we launched TINYinstitute, the first-ever online employee engagement learning center. The TINYinstitute will help guide leaders through the employee engagement journey step-by-step. It’s a resource for anyone – CEOs, HR leaders, department heads – to learn how to boost engagement.

“We’re not here to tell you all the things you’re doing wrong with engagement. TINYinstitute is here to help leaders take control and learn how to engage their employees beginning with the onboarding process,” said TINYpulse CEO David Niu.

The TINYinstitute gives leaders a roadmap to full employee engagement in 5 steps:

- Recruiting & Onboarding: How to hire talent and properly prepare them for success
- Culture & Values: How to create a unique set of values and use them to attract and retain top talent
- Recognition & Appreciation: How to understand the significance of properly recognizing the accomplishments – big and small – of employees to make them feel valued
- Training & Development: How to foster professional growth and provide a path to career success
- Advanced Retention: How to remain a diligent guardian of your company culture to keep employees engaged and developing over the long term

TINYpulse is already a leading resource for over 500 organizations around the world seeking to boost engagement. The resource will be backed by TINYpulse’s team of engagement experts and updated frequently with resources including:

- The latest TINYpulse research reports backed by exclusive data
- E-books containing advice and stories from employee engagement leaders
- Articles offering analysis of third-party employee engagement reporting
- Webinars that may offer HRCI and SHRM credit

“TINYinstitute is for leaders who want to increase engagement but are unsure of how to do it,” said Kevin Nakao, TINYpulse Chief Employee Engagement Officer. “We’ve compiled the best resources for learning about engagement and combined that information with instructions on how to act on it.”

If you’re ready to learn, head to [www.tinypulse.com/institute](http://www.tinypulse.com/institute). For more information on the TINYinstitute or to arrange an interview, please contact XXX XXX at XXX@tinypulse .com.

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