

You do not always need a full survey.

Different questions require different kinds of listening. The goal is not to collect the most information. It is to collect the right information.



Choose the lightest method that will give you useful insight

If you need to understand:	Try:
A quick pattern across a larger group	Short pulse survey
Why people are behaving differently	Short interviews
What frontline staff are hearing	Staff listening conversation
Where friction is happening in a process	Journey walkthrough

Good listening starts with a clear question.



A simple listening plan

Start with one clear question,
then choose the lightest way to learn more.

1. What decision are we trying to make?

2. What do we need to understand first?

3. Who has direct experience with this?

4. Whose perspective might we be missing?

5. What is the simplest listening method that could answer the question?

- ☐ Short pulse survey
- ☐ Short interviews
- ☐ Staff listening conversation
- ☐ Journey walkthrough
- ☐ Other: _____

6. What are the 3 questions we actually need answered?

1.

2.

3.

7. How will we communicate back what we heard?



Before adding a question, ask:
What will we do differently depending on the answer?

If the answer is “probably nothing,” you may not need to ask it.



Need support turning listening into clarity?

Tiny Ripples can work alongside your team to design thoughtful listening, make sense of what you hear, connect it with the data you already have, and determine where it makes sense to focus next.



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