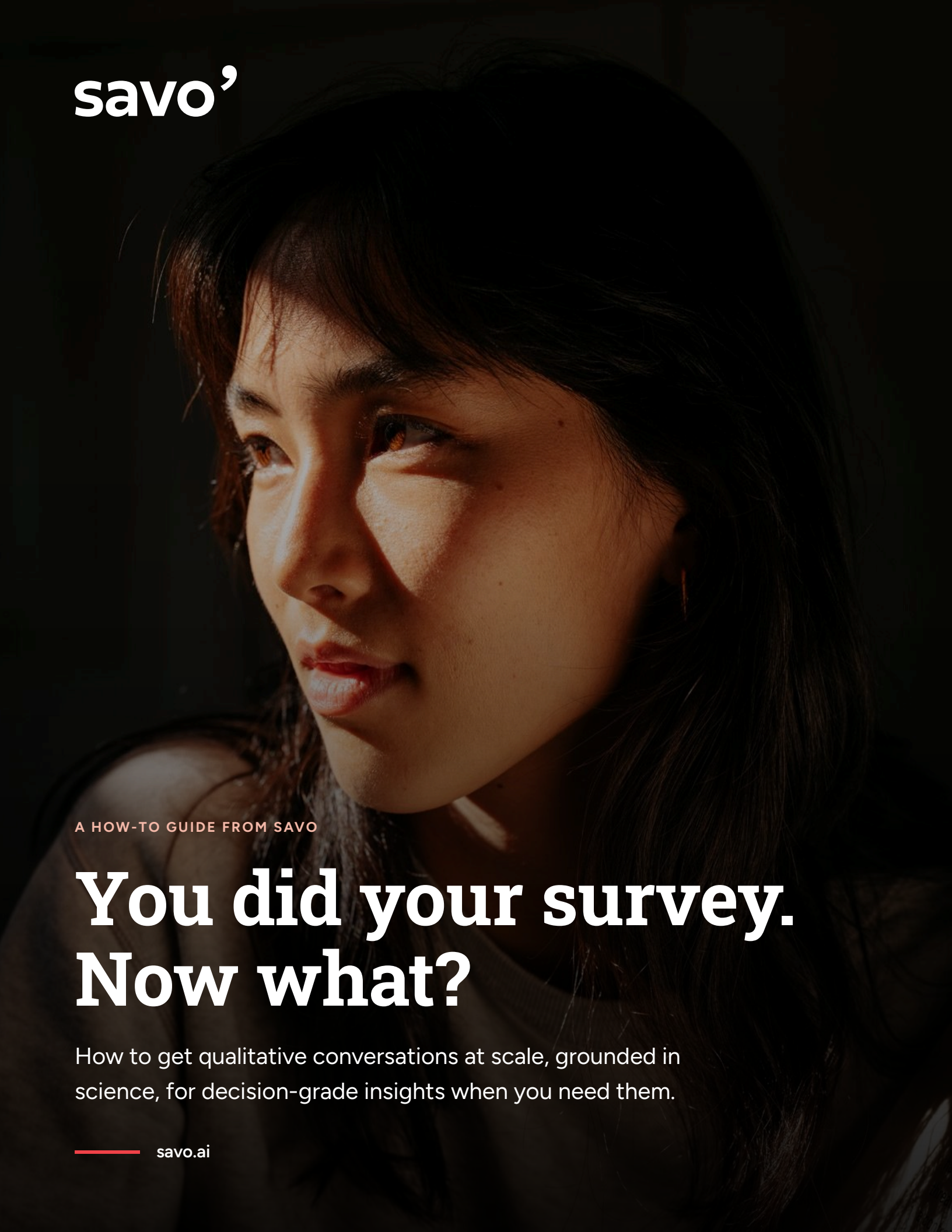




savo'

A HOW-TO GUIDE FROM SAVO

You did your survey. Now what?

How to get qualitative conversations at scale, grounded in science, for decision-grade insights when you need them.

savo.ai

Five steps, one conversation

STEP 1

01

Pick your question

1 Name the decision you need to make, and the question your people can answer.

2 Upload what you already know: survey results, the rollout plan, last quarter's pulse, the new leader's brief.

ENGAGEMENT FOLLOW-UP

"Why did 'manager support' drop in Operations, and what would fix it?"

AI TRANSFORMATION

"What do people already use AI for, and what gets in the way?"

EMPLOYEE LISTENING

"What should our new VP know in her first 30 days?"

STEP 2

02

Build the event in Savo Event Studio™

Open the discussion with your targets. Add who you want to talk with, the themes you suspect or want to test, and anything off limits, such as evaluating individual managers. If you want people's own fixes, ask for a topic on what would help.

Share your context, whatever you're comfortable with.

- **Most conversations run about 10 minutes.**

STEP 3

03

Launch

Launch it to the people you want to hear from

THE INVITATION

- Send it through Savo with your own subject and message, or share each person's link yourself from a trusted internal sender or a mail merge.
- Tie it to what prompted it. After a survey: "You told us X. We want to understand it better before we act." Before a rollout: "We're planning X. Before we do, we want to hear from you."
- Brief managers, but keep them out of individual conversations. Don't route invitations through them if the question involves managers.

Read the report

The report gives you themes with the evidence behind each one: quotes you can trace, and how many people said it.

READ FOR WHAT THE NUMBERS COULD NOT SHOW

- The mechanism behind a score, or a stall
- Specific moments and examples
- What a vague word ("recognition", "AI-ready") means to this group
- The fixes people propose, if a topic asked for them

Map back

Line up the themes against what you expected going in. Name the surprises. That is what you were missing.

Take it into the decision

Choose one to three actions, bring the evidence into the room where the decision gets made, and tell participants what you did.

Choose	One to three actions, each with an owner and a date. Structured action planning is what separates improvement from none.
Bring the evidence	Into the meeting that was going to happen anyway: action planning, the rollout review, the new leader's first offsite. People start from what their colleagues said instead of a blank page.
Close the loop	With participants: "you said, we did."
Re-measure	Run the same event next cycle and read the two reports side by side. The next number tells you whether it moved; the report tells you why.

Your checklist



The decision you're making, and the question your people can answer

STEP 1



What you already know, uploaded: results, plan, or brief

STEP 1



Discussion opened with your targets; anything off limits named

STEP 2



Context shared, aggregate results only

STEP 2



Invitation ties to what prompted it and says what happens next

STEP 3



Managers briefed, and out of individual conversations

STEP 3



Themes mapped to what you expected; one to three actions with owners and dates; loop closed

STEPS 4 TO 5

WHAT SAVO ADDS

Savo gives you the why behind the number, at scale, so you can decide with confidence and clear evidence behind it.

Sign in at savo.ai