

HRchat Podcast Interview with Gregory F Simpson: Sentiment Analysis and Employee Experience

Posted By [Editor](#)

Our guest in HRchat episode 163 is [Gregory F Simpson](#), Managing Director, Agent In Engagement LLC, an [employee experience](#) consultancy focused on helping companies and their employees succeed.

Gregory believes that an engaged workforce is the foundation of organizational success and is on a mission to help companies and their employees succeed. He has created award-winning workplace experiences for people at all levels of Fortune 150 companies such as Accenture, State Farm Insurance Cos., Deutsche Bank, and Microsoft. Gregory has previously been named on The Employee Engagement Awards #Engagement101 list of the top influencers & experts in the world of employee engagement.

Most office workers know, on some level, that their work emails and messages aren't private. They may not realize, however, the extent to which their communications are being analyzed and parsed for signs about employee happiness and satisfaction. Gregory shares his thoughts on the moral issues around monitoring employee emails, Slack conversations, and social media activity.

[Check out the interview here.](#)



Developing programmer Team Development Website design and coding technologies working in software company office

Listen to this episode with Gregory F Simpson to hear his answers to the following questions:

- Effective employee engagement and company culture initiatives start from the top. What separates great bosses from lackluster leaders?
- What are some smart habits every great leader should develop?
- What makes for an effective employee engagement program? Any best practices to share?
- Alongside survey results, how important are measures such as employee turnover rate employee referral activity, absenteeism, exit interviews, and paid time off usage?
- How important is recognition and rewards in ensuring employees feel valued? Which companies are getting it right?
- Sentiment analysis on company emails or social media posts – what's the justification for monitoring employee communications?

This episode of the HRchat show is supported by [Espresa](#), a firm helping to define and ignite the HR tech space to disrupt culture for good.

We do our best to ensure editorial objectivity. The views and ideas shared in this episode are entirely independent of our show sponsors. There is no relationship between the guest and companies advertising within the podcasts published by The HR Gazette or our partners.

