



CRISP Pulse

The System, Communication Intelligence for Teams

Not another survey. A genuine pulse.

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The Problem with Team Communication

Every organisation has communication problems. Very few know where they are.

Every briefing. Every meeting. Every safety conversation. Every strategy update. Leaders assume messages land as intended. Most organisations never test whether they actually did.

That's the gap CRISP Pulse measures.

The Health and Safety Executive identifies communication failure as a contributing factor in the majority of workplace incidents investigated. The information usually exists. What's missing is proof that it actually landed.

A LEADING INDICATOR, NOT A LAGGING ONE

Most safety metrics are lagging indicators. They count what already went wrong. CRISP Pulse is a leading indicator: it surfaces where communication is breaking down before that breakdown shows up as a missed deadline, a disengaged team, or an incident. Leaders act on leading indicators precisely because they arrive early enough to still matter.

WHY THIS MATTERS BEYOND SAFETY

The same gap exists well outside safety-critical settings. Any team where instructions get misread, feedback goes nowhere, or people quietly stop raising things because nothing ever seemed to change is a team where this same measurement problem is playing out, just with different consequences, a missed deadline, a disengaged team, a decision made without information that was available somewhere in the room.

You get access to your own dashboard, built to be easy to read at a glance, along with a printable organisational analysis report and a clear action plan for what to improve next.

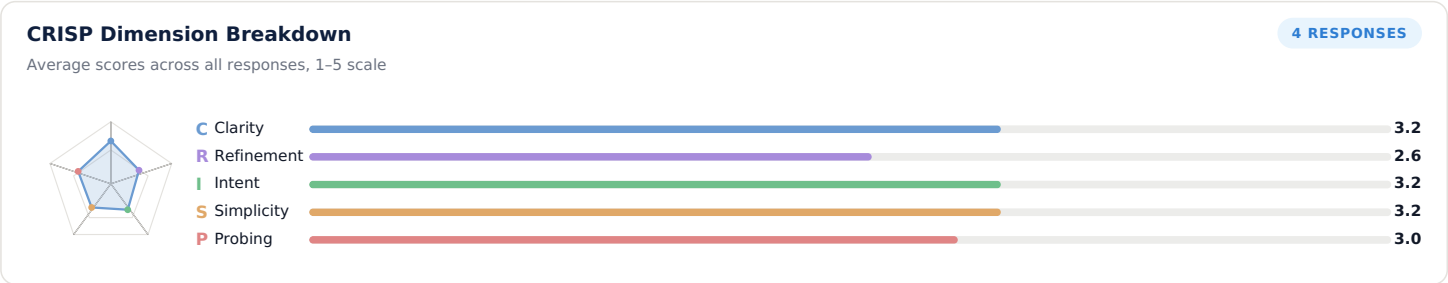


Fig. 1, Dashboard example

The CRISP Framework

CRISP is a five-dimension framework for professional communication. Each dimension was identified through research and practitioner observation as a distinct point at which communication breaks down in high-risk environments. Together they cover the complete communication transaction, from how clearly the sender has formed their message, through how accessible it is to the receiver, to whether the conditions exist for an honest response to return.

THE FIVE DIMENSIONS

C**Clarity***Is this unmistakable?*

Measures whether the message that arrived was the one that was sent.

R**Refinement***Is anything here unnecessary?*

Measures whether every element of a communication earns its place.

I**Intent***What outcome am I aiming for?*

Measures whether a communicator defines what they want before they speak.

S**Simplicity***Will they understand first time?*

Measures whether communication is designed for the receiver, not the sender.

P**Probing***Do I want agreement or insight?*

Measures whether conditions exist for honest, unsolicited dialogue to flow.

The System scores all five dimensions across every anonymous response received, then combines them into a whole-team profile, showing exactly which dimensions are working, and which are the clearest opportunity for improvement.

WHY THE FRAMEWORK WAS DEVELOPED

CRISP wasn't built from communication theory in the abstract. It was developed from real safety-critical operational experience, where "communicate better" isn't useful advice unless you can actually define what better means and check whether it's happening.

Each dimension was chosen because it maps to a real, observable failure mode seen repeatedly in operational environments: messages that are technically accurate but poorly explained, instructions written for the wrong audience, decisions handed down without their reasoning, information that's correct but too dense to act on quickly, and teams where people quietly stop raising concerns because nothing ever seemed to change when they did.

The System

Understanding that communication matters is not the same as understanding how it is actually working across your team. The System closes that gap at the scale of a whole team, not one person. It's built for team and department leads, safety and HSE leads, and people, HR or internal comms teams who want something more specific than a general engagement score.

HOW IT WORKS

Choose your tier by team size

Pricing scales from small teams through to large sites, so you are only paying for the coverage you actually need.

Share your own survey link

No employee list, no installation. Send it your own way, by email, Slack, or a poster on the wall, and anyone can respond anonymously in a few minutes.

Results arrive on your dashboard

Every anonymous response updates your live dashboard automatically: a full CRISP breakdown, your strongest dimension, and your clearest focus area.

Act, then measure again

Every result comes with a specific, staged action plan. On your next Pulse, re-run the survey and see whether it actually moved anything.

Every tier is scaled to your team size, a fresh Pulse every 120 days, three full cycles across the year. Not sure yet? Start with a free trial: 10 responses, no card required.

FIND OUT MORE

WEBSITE

tpsafety.co.uk/crisp-pulse

Full details and access to The System

ENQUIRIES

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Work with TP Safety Services directly