



## Steps to a Successful Employee Survey

Planning is critical to the success of your survey. Employees are more enthusiastic and motivated to complete a survey if they feel the survey has been planned, has a stated purpose, and promises to increase their overall experience on the job.

### **1. Choosing Survey Start Date**

Avoid holidays, vacations, heavy workloads, or disruption of normal operations.

### **2. Choose Employees for Focus Groups/Individual Conversations**

Identify 4-6 employees to take part in a *Focus Group/Individual Conversations*.

### **3. Pre-communication to Managers/Supervisors**

Shortly before the *Survey Start* date, inform all managers/supervisors of the upcoming survey.

### **4. Leader Announcement: Two weeks prior**

Two weeks prior to *Survey Start* date, leader makes company-wide announcement.

### **5. Day of Survey**

Kick off the beginning of the survey with an email announcement from CEO.

### **6. During Survey**

Managers follow-up with employees encouraging their participation.

### **7. Immediate Follow Up - Day After Survey**

Thank everyone for responding to survey. Remind employees of upcoming action plan.

### **8. Results of survey - Leadership**

Inform leaders of the results of survey. Discuss any concerns and answer any questions.

### **9. Results of Survey - Employees**

Company-wide announcement to everyone with the survey results.

### **10. Begin Focus Groups/Individual Conversations**