



Employee Surveys

Considerations & Process



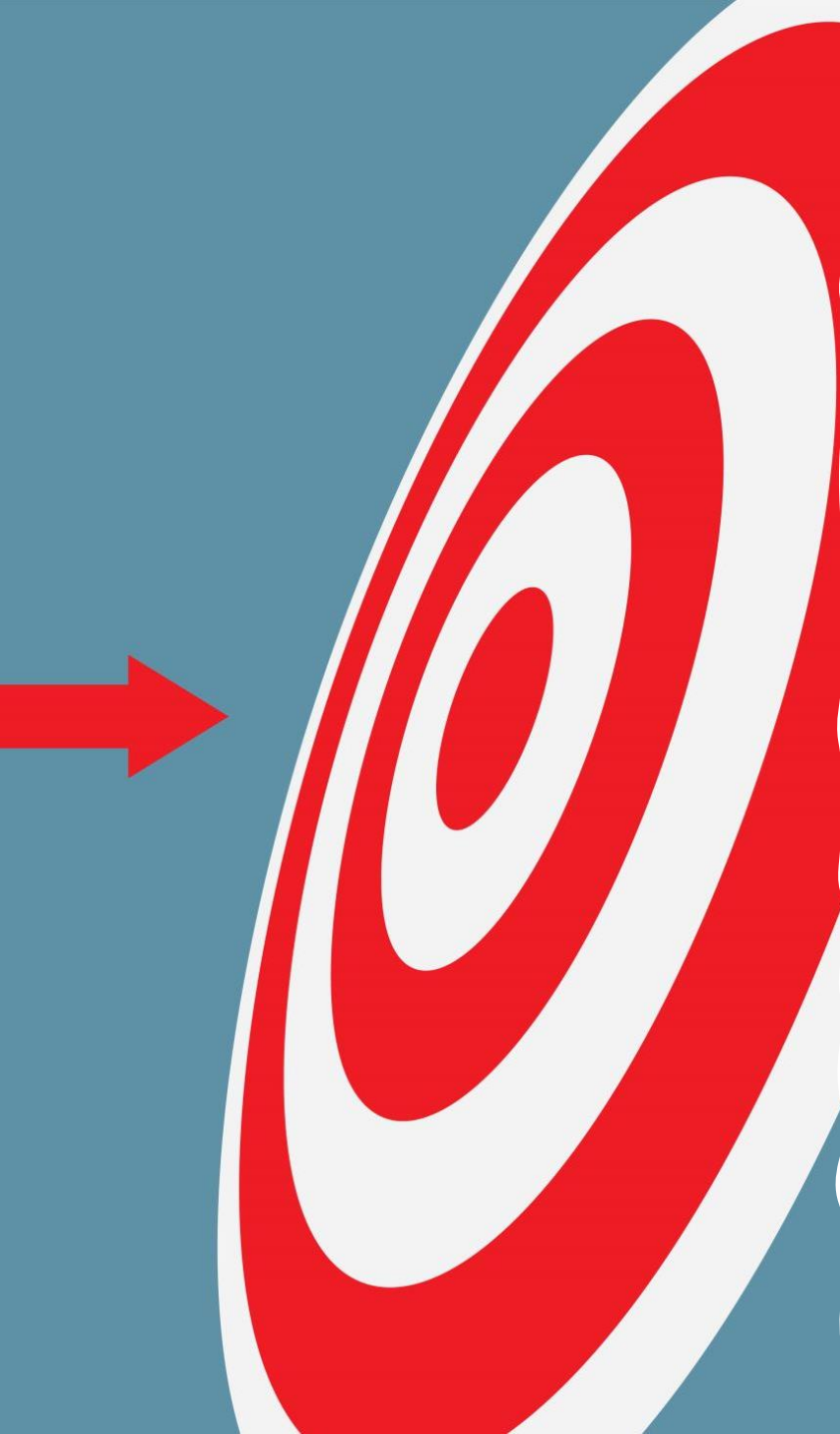
Purpose

What is the overarching goal?

Surveys are completed for a multiple of reasons, it's important not to boil the ocean and be clear on your objectives.

What do you need to evidence and measure?

Employee engagement, satisfaction within the company, training needs, culture, management performance, motivation and/or well-being.



Target

Are you measuring the current state or trying to determine how to improve?

Once you know what it is you need to measure, you will know the relevant people to target within the company.

You will need to be very clear on what the purpose and target are, the questions will be relevant to this, to deliver the right output for analysis.

Otherwise the process can fall apart and yield irrelevant output.

Measure

What are you measuring?

Attitudes, motivators, opinions, development....

It's important to gain the right output to be able to measure how employees feel about the work that they do and the company but to also go one step further in deciphering whether it's actionable.



People & Communication

Do you want everyone to complete a survey?

Depending on the survey topic(s), you may need different questions for different groups, i.e. leadership team vs. support staff or apprentices

Communication

Resentment to surveys can be fairly common, it can be deemed as a waste of time, particularly if this has been done before, to little effect. Communication and engaging is key.



Confidentiality

For a staff survey to be effective, it's crucial that employees know their answers are anonymous and their data is confidential.





Questions

What output do you want?

It's important to gain as much data as possible so it's advisable to stay away from 'yes' and 'no' answers.

The most valuable output will be driven from a mixture of multiple choice on a rating scale, and open-ended questions.

How many questions/sub-sets of questions?

This largely depends on the topics you are covering in your survey and how long you would like the survey to take.

Comparable data

If you are conducting a comparable study, i.e. bi-annual, it's important that the questions remain the same.

Are you covering multiple topics?



Timing & Frequency

When are the best times in the year/month to distribute the survey?

There may be quieter periods in the year that would be best, or you may wish to tie in with performance reviews.

What is the maximum amount of time that the survey should take to complete?

Defining the amount of time will help form the topics and questions. If you know that it's unlikely employees will engage for 60 mins, consider setting the maximum time to 30 mins.

How frequently will you send the survey?

You may want to consider monthly pulse surveys (5-10mins) and send a full survey annually or bi-annually.

Reporting Results

Sharing results with everyone is crucial.

Employees need to know that their input to the survey is valuable and that opinions matter.

How do you want to share the results?

There are various ways of doing this, depending on the survey type and the analysis.

Communicating this is critical, having open discussions on themes and patterns can increase engagement as well as providing a report summary for easy digestion.



Take Action

Action needs to be visible & communicated

Quick Changes

Your survey results will elicit areas that you can address fairly quickly which should be communicated along with the survey results

Longer Term

Detailed planning may be needed to address other issues produced from the survey and this should be made apparent to employees that it is a work in progress.





The Process

1. Define the purpose and what you need to gain
2. Clarify the target and what you need to measure
3. Decide on who you need to take part
4. Select topics that you need to cover
5. Establish survey frequency and duration
6. Create questions
7. Determine the survey format
8. Communicate, reason 'why', confirm confidentiality
9. Set the optimal timeline for completion
10. Report survey results
11. Action & planning



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