

5 TIPS FOR YOUR NEXT EMPLOYEE SURVEY



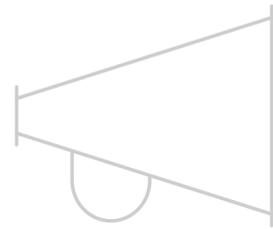
Consider the following recommendations when determining your employee survey philosophy:

#1 REMEMBER THE PURPOSE



The primary goal of a survey is to make the organization more **SUCCESSFUL**, not simply to gather data. It should help you understand how to **ALIGN** the employee experience with the goals of the organization.

While some surveys provide interesting data, they do little to support the organization's **STRATEGY**. Your survey process will be successful if it allows the organization to gather and **ACT** upon information that makes the company more successful.



#2 THINK OF IT AS A CAMPAIGN

A campaign is long-term and has a **PURPOSE**. It's not a one time event. Engagement doesn't start and end with a survey. The survey should be part of a larger **PROCESS** to address the whole employee experience.

Survey data provides excellent information that can be **INTEGRATED** with other performance data such as revenue, quality, and customer service.



#3 TECHNOLOGY ISN'T THE ANSWER

Technology simply provides data upon which to act. Don't let the technology drive the process.

Organizations can get caught up in having the latest **CAPABILITIES** out of a survey software system.

However, survey technology doesn't change the employee experience. The tried-and-true organization development concepts of "measure, act, and re-measure" are what create the **CHANGE** — not the technology.

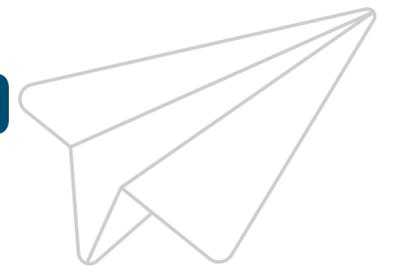
#4 RECONSIDER THE DIY APPROACH



Administering a "do-it-yourself" survey using internal resources may be useful and practical at times, such as asking 10 people what they thought of the company party.

But surveying an organization of 50,000 (or even 50) may be best handled through the **EXPERTISE** and **DEDICATION** of an outside firm.

#5 BE PREPARED TO ACT



Only survey as often as you are prepared to act. Let this statement be your guide when it comes to **FREQUENCY**. If your organization doesn't have the capacity or intent to act on a monthly survey, don't survey monthly. Choose a different frequency.

Nothing says, "We don't care" like receiving feedback and not taking **ACTION**.

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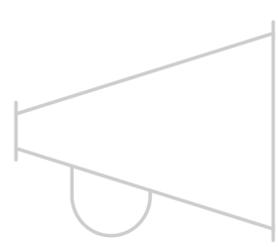
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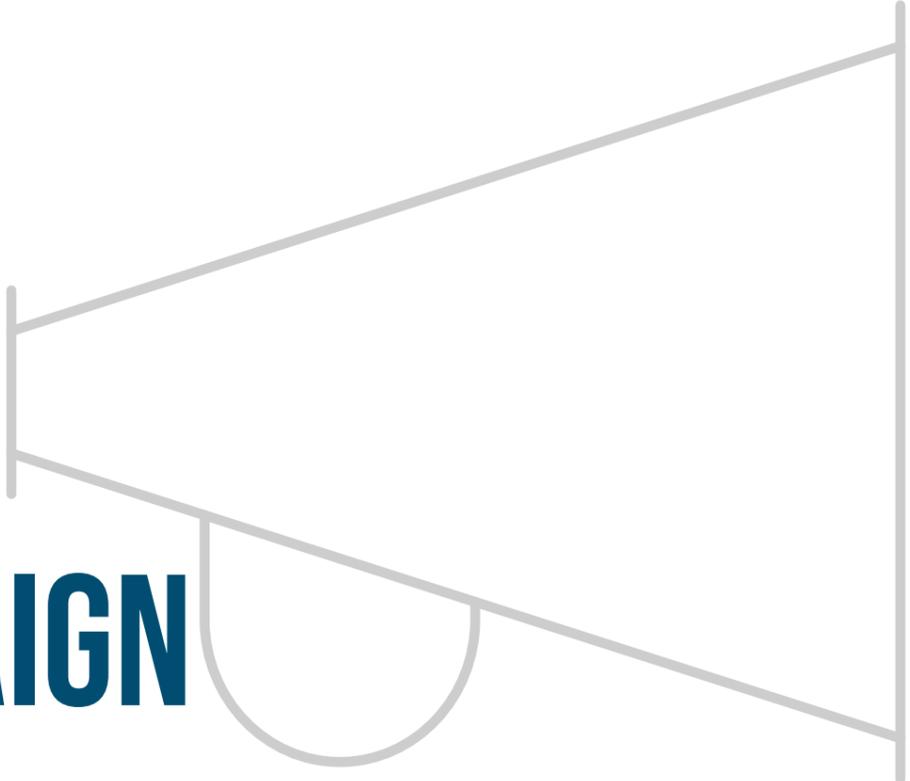
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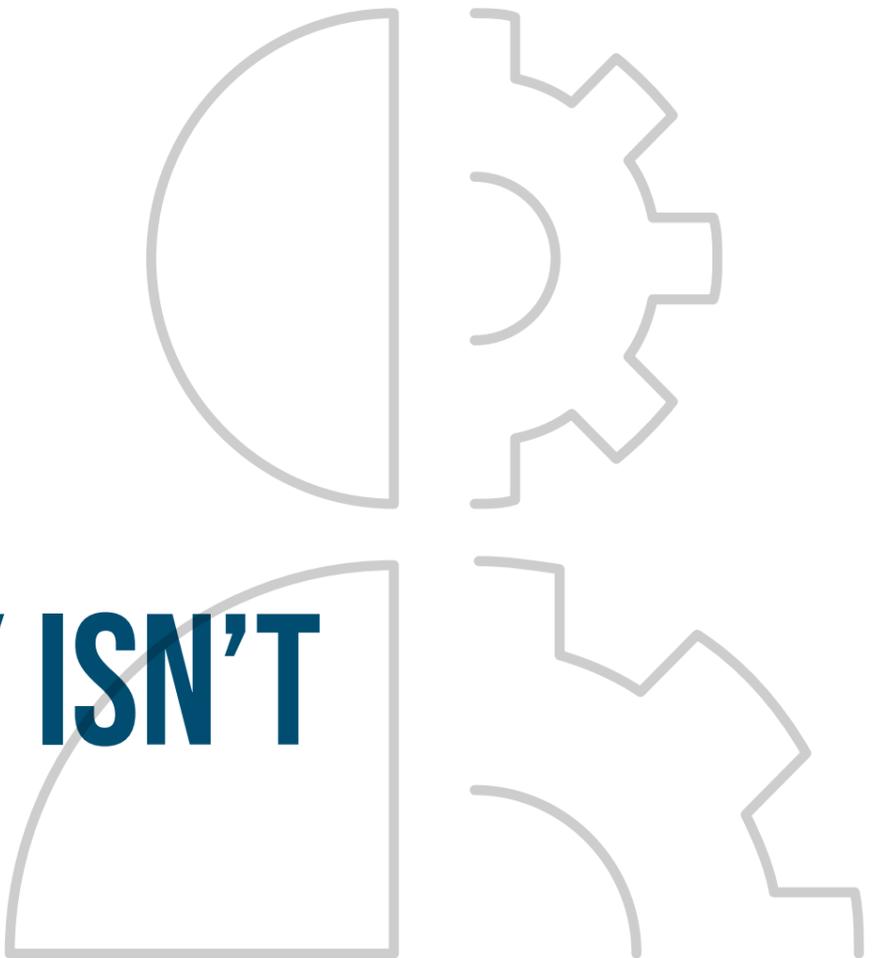


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