how to make employee surveys more effective

A well thought through employee survey can do great things for your organization

Here are questions to ask yourself when crafting an employee survey
Variable category #1

Logistics

- Who will take the survey?
- How will they take it (paper, email link, kiosk, etc.)?
- How will it work for my deskless workers? Do my employees even have a company email?
- How long will the survey process take?
- When is the right time to administer the survey (during a busy time, at year-end, or right after raises are announced)?
- How long should it take to complete the survey?
- How much burden should this process place on my organization?
- Will there be a need to conduct a follow-up pulse survey?
What type of a system should I use (SurveyMonkey, Google forms, a specialist provider)?

Should I ask participants to report their own demographics, or can I get that information from our HRIS? Hint: Self-reported demographics are much less reliable.

What about privacy and security?

What about GDPR for EU operations and state information privacy laws in the United States?

What other data issues are there? Do you need a lot of help from your information technology/security teams?

What is the right cadence for running surveys?

How do I create buy-in and maximize participation?
Variable category #3

Survey Design & Science

- What is the right length of the survey and how many questions should it have?
- What type of questions should I use (ranking questions, single answer, open text)?
- Will my questions be statistically valid and reliable?
- Should I ask about compensation? Hint: No matter what your compensation package looks like, the answer will always be – not enough.
- What about other topics, such as safety, DEI, red flag issues?
- Should I use indexes, themes, or other ways to group my data?
Variable category #4

Analyzing & Using the Results

- Who will see the results?
- How will we share our findings with our employees?
- How will the findings be organized (by org chart, by reporting structures, by department)?
- What demographics should be considered? Do we care about differences between employee sentiment that differs by age, tenure, location, gender, etc.?
- Will leaders be accountable for what the survey uncovers?
- How will I distribute results?
- How will we take action based on the results?
- Who handles administering the survey? What resources will this person/team be given?
- Who will communicate what will happen, what are the next steps, and what did the organization do because of the survey?
When crafting an employee survey consider:

- Logistics
- Process
- Survey Design and Science
- Analyzing and using the results

Looking to pair with the pros and run an employee survey? Visit us at DecisionWise.com to learn how we can help you run a fully-managed survey.