

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?

Variable category #2

Process

- 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](https://www.decisionwise.com) to learn how we can help you run a fully-managed survey.