HOW TO CREATE AN EMPLOYEE ENGAGEMENT SURVEY - STEP PLAN

psyft

HOW YOU BENEFIT FROM HIGHLY ENGAGED EMPLOYEES?

- **Happier Workplace -** Engaged employees are happier, more motivated & feel a sense of purpose while at work.

- **Retain Top Talent -** Higher engagement reduces employee turnover & attrition and creates a better employer brand that attracts new talent.

- **Increase Productivity -** Offices with engaged employees are as much as 43% more productive. Engaged employees work faster, harder and stronger.

- **Grow Revenue -** Highly engaged employees produce 26% higher revenue per employee.

TRACK AND DRIVE YOUR EMPLOYEE ENGAGEMENT

EMPLOYEE ENGAGEMENT SURVEY - A STEP PLAN

1 Set Goals and Objectives for running the Survey

Why are you doing the survey in the first place? Set a clear objective.

Make sure you have thought about what you want kind of information do you want to gain from the survey - what core themes need to be focused on or what pain areas need to be addressed, etc.

#2 Medium to be used for the survey

Think about your line of business, think about your employees and what medium of survey will provide maximum participation.

For instance, if its a manufacturing plant, will a pen paper survey suit better. Or, if you have workers who work on shifts and don't really have access to a system, maybe a mobile friendly survey can be looked at.

These issues need to be considered upfront, as they cannot be addressed once the survey goes live.

#3 Identify Your Audience

Identify the specific employee groups within your organization - your people across departments, locations, divisions, tenure levels, etc. and map them accordingly.

This makes the survey inclusive and also gets a better analysis for the organisation as a whole. It's important to understand the employee demographics.

#4 What Scale do you want?
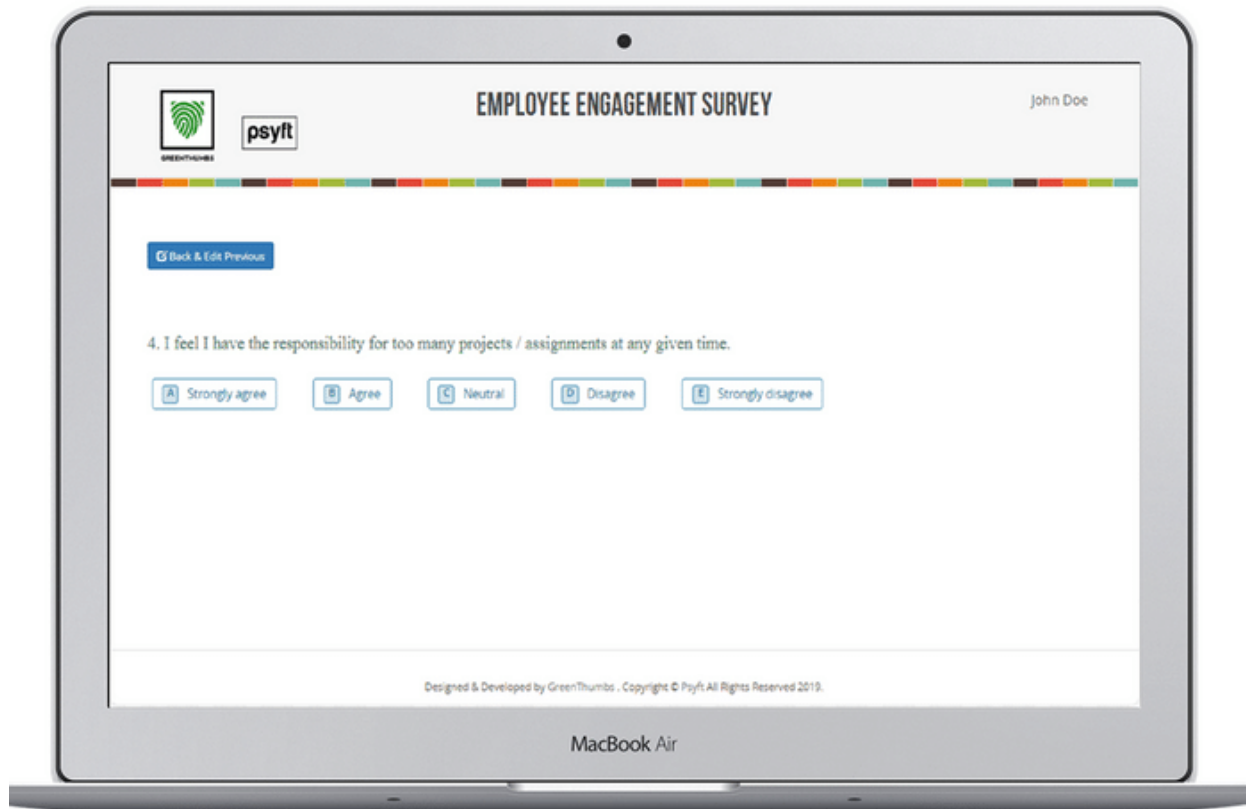
Generally for surveys such as employee engagement surveys, a likert rating scale is used, this could either be a 5 point or a 7-point scale.

Compared to a binary questions - yes/no, likert based questions will get you more granular feedback - help you uncover degrees of opinion that could make a real difference in understanding the feedback you receive.

#5 Ensure Anonymity & Confidentiality

Employees need to be provided with the much anonymity & confidentiality for them to be honest with their feedback and express their opinions without the fear of reprisal.

Therefore, most organizations outsource running the employee survey to a third party to ensure that confidentiality is maintained throughout the exercise.

#6 Communicate about the Survey

Inform your employees about your plan to run an employee engagement survey.

Send out an internal circular to all employees sensitizing them on the purpose and benefits of the survey and how is it to be done to ensure maximum participation.

💡 *Quick Tip - A briefing session can also be organised by the hired third party for this purpose.*

DRAFTING YOUR SURVEY

Keep it Simple

Keep the survey questionnaire simple, do not use confusing terms or acronyms. A simply worded questionnaire is easily understood by people across levels.

Multilingual Survey

Depending on your survey audience, offer a multilingual survey form. This will ensure maximum participation and avoid any ambiguity that could arise in understanding a question.

Keep Bias Away

Keep any sort of bias away from the survey questionnaire. Do not ask leading questions.

Avoid Yes/No Questions

Yes/No questions will only get you binary information - not very useful survey data. The need is to capture degrees of employee opinions.

Have a Consistent Rating Scale

Stick to one rating scale throughout the survey and do not change it mid-way. This could lead to confusion.

Ask Open-Ended Questions

Open-ended questions help capture themes that might get left out in likert based questions. It's a great way to get unfiltered feedback.

Keep All Questions Mandatory

You need a comprehensive overview of all parameters covered. Make sure all questions are answered.

Allow Limited Editing

The first instinctive response that comes to mind is the correct choice. Therefore, allow employees to edit their response only for a question just answered and not all the way back, that'll not a great practice.

GOT ANY QUESTIONS?

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