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Employee Surveys are a Must-Have Element of Your Internal Communications Strategy

What does it mean to have an engaged workforce—and why does it matter? Employees who are engaged with their company are, according to research, more likely to be productive and highly motivated. And assessing your employees' engagement levels can be accomplished by creating regular employee surveys.

Surveys give employees a voice. With a smartly constructed survey, you can discover how employees really feel about your company culture, the communications tools and tactics you use, and whether they think there are missed opportunities. Approximately 74% of companies conduct surveys to hear from their employees and measure how they feel in the workplace. (Tinypulse, 2020).

So, what makes for an effective survey?

STEP 1: Set your objectives.

Consider: what is the organization's overall goal with this survey? It might be simply to facilitate ongoing two-way communications, or you might be looking to solicit feedback about specific employee initiatives. Or, perhaps your company has recently undergone a significant change – a merger or acquisition, an office move, new leadership – that you are interested in measuring. Be clear about why you're launching an employee survey, and what you hope to learn from it.

STEP 2: Structure the survey.

Employees have enough on their plates, so you'll want to keep your survey focused and brief. A few things to consider when you start structuring your survey:

☐ **Keep it transparent.** Your employees won't respond well to company jargon, and they'll be able to read any specific agendas hidden in your choice of questions. Consider making your survey anonymous to help employees trust the process.

☐ **Leverage technologies like AI.** By using AI, you can keep it conversational with your employees and are able to track data behind it such as the employee's location and demographic.

☐ **Assess your internal communications channels** and make strategic decisions about where your survey will live and how you'll drive employees to it.

☐ **Get leadership involved.** A survey is useless if you're not going to act on it, so you'll need to loop in your leadership team well in advance. Have discussions about what they expect to see in a survey, and what they hope to learn from one.

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Coordinate with team to implement the survey platform.

Think about who you might need to partner with internally for a successful survey. Whether it be your IT department, HR department, Legal, or others. Especially, if you are at a large organization. Keep in mind, there are many more departments and stakeholders involved when distributing a company-wide initiative, therefore, getting a sense of what is possible within your organization is important and timing from these groups may take a bit longer depending on your survey needs.

STEP 3: Launch it – and celebrate it!

Especially if you're rolling out your company's first employee survey, you'll want to make it stand out from the everyday series of communications. Publicize it with special branding and leader support, using a variety of channels to ensure you're reaching all employees – and do so more than once! And, if your budget allows for it, consider incentivizing it, with a raffle for (meaningful) prizes to randomly-chosen employees who submitted responses.

STEP 4: Analyze, share results, and take action!

Once you've distributed the survey, the exciting part happens: you'll have what is hopefully an honest look at employees' concerns and challenges. And with that valuable information, you can construct a path forward.

During your analysis, you should determine the quantifiable data by using cross-tabulation and have a well-versed knowledge in how the statistics work. Then, gather a steering committee, where you'll share the insights and data and together identify key areas of concerns and next steps.

With a concrete action plan in place, you'll want to bring in your leadership team for additional insights and support. And, as trends from your survey begin to be addressed, you'll want to keep your employees informed of what's changing, and why – so they know their voice matters.

Selecting a Survey Platform:

Curious about all the survey platforms available? Here's a quick look at some top-rated ones. Of course, you'll want to discuss survey options with your company's IT and Legal teams to ensure compliance.

Google Forms: a survey administration software included as part of the free, web-based Google Docs Editors suite offered by Google.

Qualtrics: dynamic reports helping you analyze relevant, real-time customer insights with over 250 templates to choose from.

SharePoint Online Survey App: allows you to collect input and feedback from colleagues using customizable questions, rating scales, and branching logic. Must have Office 365 to use.

Survey Monkey: user-friendly online survey tool where you can collect data via weblink, social media, and on mobile.

Need help building your employee survey?
SPI Group can help. Contact us.