

There are two fundamental questions you are trying to answer using an employee survey:

1. How are you feeling?
2. How are we doing (as leaders)?

A conversation is the information exchange of ideas by spoken words. It requires two people that are willing to speak and listen.

The employee survey is a conversation.

The keys to a successful survey:

Communication: The leaders must explain the why. People need to understand *what* they are doing and *why* they are doing it.

Safety: It is critical to keep information confidential so people feel safe giving their opinion. This is the #1 reason for using an outside organization to deliver the survey.

Follow-up: Delivering the survey and reviewing it as a leadership team is important, but rolling it out to the organization is critical to show your people that you are serious about listening to their input and doing something.

Key steps in the employee survey process:

Step 1: Deliver the survey - Asking employees to fill out a survey is inviting someone to a conversation. *(It shows you want to talk)*

Step 2: Review the results – This is the start of the conversation. *(It shows you are willing to listen)*

Step 3: Follow-up conversation – Assemble groups of employees to understand/prioritize the results and create action plans. *(It shows you ARE listening)*

Step 4: Present back progress report at 3/6 months – Have employees working on action plans report back what has been done and what is still to do. *(It shows you listened, you value their input, and you value their leadership in making your organization a great place to work)*

Note: Recognize that the real results happen when you move past step 2 in the process. The cultural and relational benefit happens when you listen more AND take action. Starting and stopping will erode trust, increase frustration, and send a message that you have higher priorities than listening to your people.