

11 Do's and Don'ts For the Most Effective Employee Engagement Surveys

Listening to your employees has never been more critical, especially during these unique times.

Employee engagement plays a key role in a company's ability to attract and retain top talent. Many different aspects of the workplace experience can influence how engaged an employee feels with your organization. Knowing how they perceive these aspects can open the door to understanding what actions you can take to improve employee engagement. This is where employee engagement surveys come in.

But how can you approach these surveys so you can get the most from their feedback and elevate employee engagement? Follow these 11 do's and don'ts.



1 **DO** set up goals and processes at the start.

Before launching a new employee engagement survey initiative, lay out exactly what you hope to accomplish from engaging your employees for their feedback. Confirm what the feedback collection, analysis, and sharing processes will look like, and who will manage what aspects. Sorting out these details and sharing them with key stakeholders at the beginning will help keep your organization's efforts focused, eliminate confusion, and manage internal expectations.

3 **DO** leverage pulse surveys.

Employee engagement surveys should provide you with fresh and relevant feedback you can act upon quickly. Using more frequent "pulse" surveys (vs. annual ones) can help make this happen. By collecting feedback more frequently, you can flag issues earlier and launch initiatives to address them quicker, helping prevent feelings of disengagement from stewing in your employees' minds.

2 **DON'T** wait too long to ask for feedback.

Many companies engage their employees for feedback once annually. However, a lot can happen over a year that can impact the employee experience, especially during these unique times. Collecting employee feedback infrequently will uncover valuable insights. However, some may already be too late to act upon.

4 **DON'T** collect feedback faster than you can act on it.

Allow enough time between surveys to give you enough time to analyze the insights, share them internally, and put in motion any changes based on the feedback you received from the previous survey. It would be counterproductive for all involved to engage employees monthly if you only have resources to act on the feedback every quarter.



5 DO be consistent with the timing of your surveys.

Being able to see how employee engagement is changing over time is key to confirm if it's trending in the right direction and gauge the impact of new engagement initiatives. Keeping a consistent time frame between surveys is essential for a consistent and accurate trended analysis. Creating a schedule that outlines when your surveys will be going out, whether monthly, quarterly or bi-annually, will help keep your measurement efforts on track.

6 DON'T survey only a subset of employees.

Engagement surveys should provide a sense of how employees across all departments perceive their work environment. To ensure this feedback is as representative as possible, strive for maximum participation by distributing the survey to all employees. This will ensure all voices across the organization have an opportunity to be heard.

NOTE: Seek ways to segment your feedback by departments for more targeted insights. However, always ensure employees can share their feedback anonymously.

7 DO touch on all aspects of the employee experience.

Many factors impact employee engagement. How they feel about leadership and the decisions they make. Whether they think the company promotes a diverse and inclusive environment. If they feel the company supports them, especially in these unique times as they switch to working from home permanently.

Covering these topics (and others you feel pertinent to your organization) will provide context around the biggest drivers of engagement and disengagement. It will also help identify where to focus your efforts and provide a more complete picture of the employee experience.

8 DON'T include survey questions that are not actionable.

In addition to the topics above, approach each question by asking: Can I take action on this?

Offering a positive survey experience is essential to achieve maximum participation, and the length of the survey plays a key role in this. Concentrating on questions that focus on the core of employee engagement, and that will best help you drive action, can prevent survey fatigue and simplify your analysis.

9 DO be transparent with your employees.

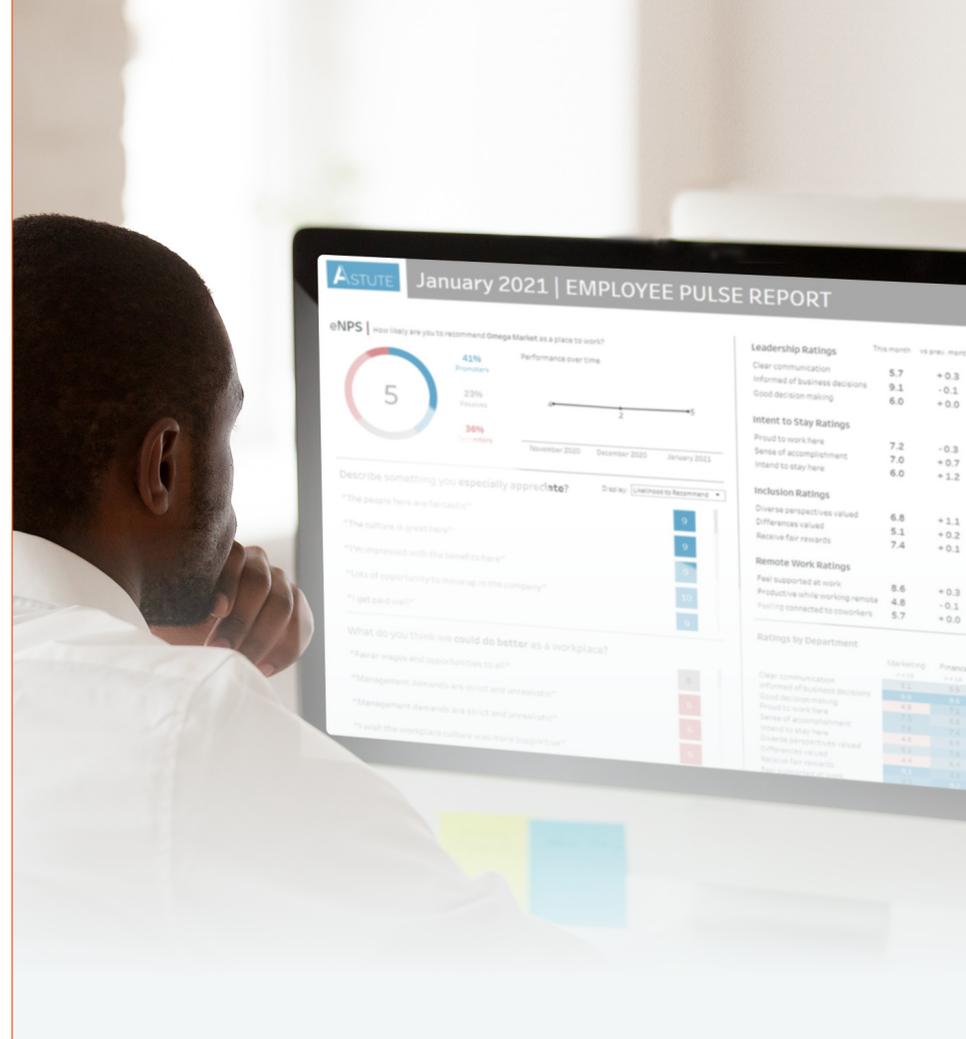
By asking employees to complete an engagement survey, you're asking them to take time out of their already-busy day. To maximize survey participation rates, let them know why it's essential for them to complete it. Inform them why your organization is collecting their feedback in the first place: to ensure employees feel engaged and supported, and to identify ways to provide a positive work environment for all.

10 DON'T keep your insights siloed.

Collecting employee feedback is only the beginning. Put in place processes for how the feedback will be reviewed, analyzed, and shared internally to facilitate action. Consider leveraging a dashboard that clearly shows how employees' ratings change over time and ensure key stakeholders have easy access to insights about their respective departments.

11 DO leverage channels convenient to your employees.

To ensure a positive survey experience, make it easy for employees to share their feedback. Whether by email, SMS, or even embedded in your company intranet, seek channels on which to distribute the survey that your employees are already adept at using in their daily work lives.



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