

Implementing an Employee Survey

Your employees would like to tell you how they're doing and how they can be most productive in helping your business succeed. Here's how to survey them.

No-cost ways to ask

- ✓ Send an online survey using one of many free sources like Survey Monkey or Google Forms.
- ✓ Send an email and ask them to answer to a trusted third party who will anonymize answers in a roll-up report.
- ✓ Ask personally in an all-staff or town hall Zoom/in-person meeting.
- ✓ Join and ask during departmental meetings and calls.
- ✓ Conduct small focus groups; tapping random groups from different departments.

What the pros know about implementing surveys

- ✓ It's best to launch a survey on a Tuesday (please not on Monday!) and give them two weeks to answer.
- ✓ Do make it anonymous, if possible.
- ✓ Send deadline reminders expressing appreciation and reiterating how you value their input.

STOP! Don't do it if you're not committed to communicating learnings back to employees quickly

- ✓ Express appreciation for their candor.
- ✓ Summarize the strongest take-aways you learned
- ✓ Commit to at least one thing you'll address immediately (or, even better, tell them it's already done).
- ✓ Convey what they can expect of future communications from you.

Working Georgians want leader dialogue*

75% of Georgia employees want to feel appreciated and valued by the business.

66% want their employer to understand that sometimes they are emotionally impacted by the pandemic.

75% want to feel a sense of purpose in their work.

75% want leadership to communicate frequently.

* From our June research: gobeyondprofit.org/research

Benefits of asking your people

- » Employees who know you care are more creative, happy and devoted in return.
- » Showing transparency, authenticity and vulnerability is proven to deepen trust and loyalty.
- » Direct feedback and ideas takes the guesswork out of priority-setting and speeds your ability to facilitate effectiveness and satisfaction.



Survey Questions & Answers

Experts helped us craft questions for you to tailor and use, based on recent insights into the mindset of Georgia employees.

1. All of us have been emotionally impacted by the past months' events. How would you rate your mental wellbeing currently?

- Poor (Exhausted and stressed)
- Fair
- Good
- Very good
- Excellent (happy and content)

2. How would you rate your productivity level compared with before the pandemic?

- Much worse
- Worse
- About the same
- Better
- Much better

3. What's one thing we should do to help you feel more comfortable and productive in doing your work? (open end)

4. To what degree do you feel like your manager(s) understand and recognize you for the value you bring to the company?

- Not at all
- A little
- A moderate amount
- A lot
- A great deal

5. To what degree do you feel like your daily work connects to a broader purpose for the company and others?

- Not at all
- A little
- A moderate amount
- A lot
- A great deal

6. How important is it to you that your daily work connects to a broader purpose for the company and others?

- Not at all important
- Not very important
- Neither important nor unimportant
- Somewhat important
- Very important

7. What advice do you have for us on improving our racial equity and inclusion efforts? (open-end)

8. How would you rate management on keeping you informed about how we're adapting for customers and keeping people safe as we conduct business?

- Poor
- Fair
- Good
- Very good
- Excellent

9. What communication methods from management do you prefer? Please select all that apply.

- Virtual team meetings
- One-on-ones with my supervisor
- Virtual town hall meetings hosted by senior management
- Email
- Company intranet / communication posts
- Text
- Other. Please specify.

10. What is the most important piece of advice you would like to give to management? (open end)