

Employee survey program design checklist

Whether you're investing in employee engagement surveys because your organization is suffering from a high level of employee disengagement or you're establishing an internal employee engagement benchmark, it's important to ensure that your survey program is designed right.

This checklist was created to do just that: to help ensure your employee surveys are designed based on industry best practices to collect clear, accurate employee data that your organization can act on.

The following list will help you ensure your surveys:

- are based on defined organizational objectives
- achieve high response rates
- collect reliable and valid data
- ask questions relevant to your organization
- facilitate meaningful organizational change



BEFORE YOU GET STARTED

- All executives are on board with your employee survey initiative.
- You understand the scope of your employee survey initiative.
- You defined the purpose of your employee survey initiative.
- The employee survey has been carefully designed to serve a specific purpose that will feed into and support broader corporate strategies.
- You are committed to acting on your employee survey results.
- You clarified the roles of everyone involved in the survey process.



- All executives and managers understand the requirements of their role as organizational leaders.
- You determined the best survey frequency for your organization (e.g. annual, biennial).
- You allotted enough time between survey launch and end date to have people to participate.
- The survey is available on various platforms (e.g. online, smartphone/tablet, paper, phone, kiosks). Strategies are in place to get the most people to participate.

FOCUS ON YOUR RESPONDENTS

- The survey process is simple for respondents.
- You factored in education, reading levels, and languages to accommodate a diverse workforce.
- The survey is accessible for all employees.
- All questions are phrased with brevity, simplicity and clarity.
- You considered the length of each question and the total time to complete the employee survey is a maximum of 20 minutes.
- All questions are relevant to everyone taking the survey.
- Appropriate measures are in place to protect identities and ensure respondent confidentiality.

UNDERSTANDING SURVEYS

- You established what you intend to measure to help guide the survey design process.
- The questions and survey format produce scientifically credible results for sound decision-making. You will be comparing your survey results to external industry benchmark data.
- You are using the 5-point Likert Scale, the standard for most researchers, to ensure optimal data accuracy.
- You accounted for survey reliability – the ability to repeat the survey under the same conditions and get the same results.
- You accounted for survey validity – the ability to measure what the survey purports to measure.
- If using open-ended survey questions, you are prepared to compile and analyze larger amounts of data. You ensured that all data submitted by respondents will be confidential.
- You included dependent and independent variables that measure themselves as well as their relationship to other questions and their impact on engagement.
- If you are analyzing sub-groups within your organization, you have included cross-tabulation components to compare sub-groups, but made sure results are statistically significant and retain confidentiality. Note: breakdowns for departments of five employees or less are not recommended or supported by TalentMap.

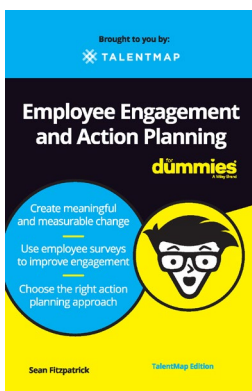


CHOOSING STANDARD VS. CUSTOMIZED EMPLOYEE QUESTIONNAIRE

- You determined whether a standard questionnaire is best for your organization and/or the appropriate level of survey customization to fit your organization's needs.
- Standard, consistently phrased questions allow you to compare and monitor internal data results and to external benchmarks to see trends and compare results against a bigger, broader perspective.
- Customizing surveys allow you to measure aspects specific to your organization and/or industry. You reviewed the questionnaire and verified that the questions have been tested for validity.
- You reviewed the questionnaire and verified that the questions have been tested for reliability.
- You reviewed the questionnaire and verified that all questions are relevant to what you are measuring. You understand many customized questions cannot be benchmarked against other organizations. Customized questions do not contain double-barreled questions.

PREPARING TO LAUNCH YOUR ENGAGEMENT SURVEY

- An external third party tested your survey for wording, comprehension, flow, and length. An external third party reviewed your survey to ensure that your biases are in check.
- You have a comprehensive pre-survey communication plan that outlines the survey goals, timelines, key messages, and the CEO's commitment to acting on the results.



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