

## Sample Associate (Employee) Engagement Survey Questions & Process

Below are both examples of associate satisfaction survey questions as well as some recommended tools and process.

Here are some choices for associate engagement survey questions. Please see which ones work best for your culture, and feel free to mix and match.

### Questions to Assess Leaders

*For this survey the rating can be 1-5 (where 1 = low and 5 = high) or a % (of 0-100%).*

1. My Leader makes decisions that drive the business forward.  
Comments:
2. My Leader has developed a compelling strategy for our organization.  
Comments:
3. I understand how decisions are made in my Leader's organization.  
Comments:
4. My Leader demonstrates that he/she supports a respectful work environment.  
Comments:
5. My Leader considers the broader impact of his/her decisions.  
Comments:
6. My Leader's leadership team has processes in place to ensure good coordination between our organization and other organizations with related goals.  
Comments:
7. My Leader is planful about talent movement and development.  
Comments:
8. I have confidence in the leadership of my Leader.  
Comments:

*For this survey the rating can be 1-5 (where 1 = low and 5 = high) or a % (of 0-100%).*

### Questions to Assess Culture

Questions: [3 each: safety, belonging, mattering and then 1 for Net Promoter Score]:

1. It's safe to try new approaches, to innovate, to share my ideas at work.

Comments:

2. I trust my team members and colleagues to support my and the company's success.

Comments:

3. I feel emotionally and physically safe at work—in the environment, with the tools provided, with my colleagues.

Comments:

4. I am motivated by my company's mission, vision, values.

Comments:

5. I receive acknowledgement and appreciation at work.

Comments:

6. When I make a mistake I am corrected with respect and the desire to help me improve.

Comments:

7. I have a career development path that my leader continuously supports me in.

Comments:

8. I understand the expectations of me and my performance.

Comments:

9. I feel I matter to my leader and the company—I am making a difference here.

Comments:

10. Would you refer your friends to work at [company]?

Comments:

*For this survey the rating can follow the scale below to equal a total number up to 100.*

*For example,*

*Never = 0*

*Rarely = 2.5*

*Somewhat Consistently = 5*

*Consistently = 7.5*

*Always = 10*

## Recommended Tools and Process

Here are some tips for optimal survey results:

- Name your survey (examples: [Company Name] Pulse, Our Voice).
- Consider [www.sogosurvey.com](http://www.sogosurvey.com) or [www.keysurvey.com](http://www.keysurvey.com) (SogoSurvey is simpler and far less expensive, yet has sufficient flexibility and report generation and anonymizing).
- Send exclusive invites to each associate and track individual results including received, opened and completed rates, as well as results by departments, levels and the company overall. Configure so that individual information remains confidential and only known by the system admin.
- Ask the same questions quarterly or twice annually to track progress.
- Make the survey link active for one-two weeks, with a reminder to those who've not completed it midway through.

It's also key to have inspiring and appropriate messaging to help everyone feel safe giving you accurate info, as well as to feel appreciated upon survey completion. Here are some examples:

### **Pre survey**

Thanks for all you are and do here at [Company]. Over the course of the next 2 weeks we'll be asking your feedback on how we're doing here. We want to know what's working, what you'd like to see more of, and how we all can grow best together.

[Any details here re: anonymity, third party administration of the survey if SmartTribes is doing this for you, etc.]

Thanks in advance for your candor, for sharing your voice with us. We appreciate it immensely.

### **Post survey**

Thanks so much for participating and sharing your voice in our recent survey. Your opinion is important to us, and we appreciate your taking the time to share it. Your feedback will help us to craft the evolution of our culture at [Company], and to help make [key goals you have] a reality together.

In the coming months and scheduled [add schedules here if relevant] you'll see programs rolled out that address some of your greatest desires: [below are examples—replace these with what you learned in the survey]:

- Living, breathing mission, vision, values that we're all excited about, that bring greater meaning to our work and workplace
- Individual Development Plans so everyone has a career and growth path
- Appreciation and Recognition rituals to celebrate and acknowledge great achievement and models of our values
- And more!

Thanks for being a member of our tribe. Thanks for caring about [Company] and sharing your input. Thanks for helping us to make [Company] one of the best employers in [geography]. We're so glad you're here.

[Sign off from CEO and possibly executive team or Talent/HR here]