

7 tips

Employee survey on the
planning?



Are you thinking about doing an employee survey, or have one scheduled? We are sharing seven tips so you can avoid the most common mistakes.

Employee satisfaction isn't everything

Consider a modern employee engagement survey versus dated employee satisfaction research

Are you planning on carrying out a traditional employee satisfaction survey? You have to think about whether this type of research will give you the information you need. An employee satisfaction survey might give you an idea of the current state of your employees but it has its limitations. You might be interested in getting insights into employee engagement, commitment, motivation and productivity throughout your entire organization. This way you can see what's going on where, and what can be improved. Engagement and commitment are important constructs to look at because engaged employees are more involved and are less costly than less engaged colleagues.



Employees contribute ideas

Modern employee surveys are increasingly developing into feedback tools that allow employees to provide feedback and work with the management on determining the future of the organization. With employee research, employers can get access to a wealth of knowledge. Employee feedback is essential when it comes to optimizing and improving

organizational processes. Merely asking for feedback about job satisfaction won't provide you with the complete scope. Considering how teams collaborate, determining team dynamics, or defining the potential for improvement, are all areas that can be assessed.



Flexible design that suits your organization

A modern survey is a flexible survey. Because we know that no two organizations are the same. Having the ability to alter survey frequency, question types, target or scope are all criteria that need to be considered. Surveys can vary by industry, department or team; we make sure that our surveys fit your organization.

- **Pulse Survey:** A continuous feedback cycle that allows you to get employee feedback quickly so that you can respond to the (changing) circumstances in your organization.
- **Theme Survey:** Focus the feedback collection to a particular topic.
- **Onboarding survey:** Or would you prefer to find out how new employees experience the onboarding process and how they can make a positive contribution as quickly as possible? Then the Onboarding Survey is the one for you.



These are just a few of our employee feedback tools. Do you want to know more? At Effectory we can tell you all about what we do and how we do it.

2 Guarantee the anonymity of employees

It's exciting for employees to give their opinion

Being honest about your work can be quite rewarding. Within an employee survey, participants are given the opportunity to provide honest feedback on their managers, colleagues, work and salary. These are personal matters that have a major impact on their daily lives. It's important, though, that employees aren't judged based on their answers. How can you guarantee the anonymity of survey participants? And how can you ensure that employees feel safe to express their opinions?



Many employees prefer an external agency to perform the survey. This way, they know that their colleagues will not be privy to survey answers. Even our own project teams, who lead the Effectory surveys, cannot identify participants or their answers. We guarantee 100% anonymity in our surveys by:

- 1** Dividing employees into groups (usually within departments or teams) consisting of at least 5 individuals. Results are reported at the group level and not at the individual level.
- 2** Participants' answers are not entered by identifiable credentials but by unique numeric code, which indicates to which group a participant belongs. For an employer, it is impossible to know which number corresponds to which employee.

In a world where personal information is more readily available than ever, Effectory guarantees 100% anonymity. We take a lot of care to protect the information supplied by our clients and their employees. That's why we are ISO/IEC 27001 certified.



3

Avoid survey fatigue

Pick your sample

Every day people are asked to give feedback, whether it's rating his or her local supermarket to scoring an online purchase. This can get exhausting. In the same way, employees can easily experience survey fatigue, which is why it's so important to choose your sample wisely so that not all employees have to participate at the same time. We still recommend interviewing all employees, because:

1 All employees will feel recognized for contributing ideas, which increases engagement.

2 It's a simple way to get the number of respondents needed for a reliable outcome when you want to start measuring on a team level.

Luckily there are ways to motivate participants

What if participating in surveys was fun, with motivating incentives? At Effectory, we make the process of answering surveys more entertaining with gamification. Participants can choose an avatar to take them through different HR themed questions. Enjoyable surveys are completed more quickly. For example, when participants complete the survey in the morning, the rest of the day can be spent diving into the results within their teams, creating action plans, and implementing quick wins.

4

Spend less time on survey implementation

Do you have enough time for a survey?

If you want to start a survey, you have to consider whether you have the necessary time and capacity to complete the project. It's often the HR department that initiates a project. Don't underestimate the time implications of carrying out an employee survey. Be aware of the context in which the survey will take place. For example, employee surveys carried out during high-pressure periods often don't run as quickly or efficiently.

Let it go!

At Effectory, we want to remove the burden as much as possible. We want to take the work out of your hands, and when necessary, provide you with easy-to-use tools and materials to make sure that the survey is a success. You will always have an experienced project team at your side. Each of our projects is run with expert consultants who have extensive experience in your industry. They will help you define the content of the survey and will share the results within the organizational levels. Effectory consultants ensure that your project team can spend time on the things that really matter, and that the survey runs without any hiccups.

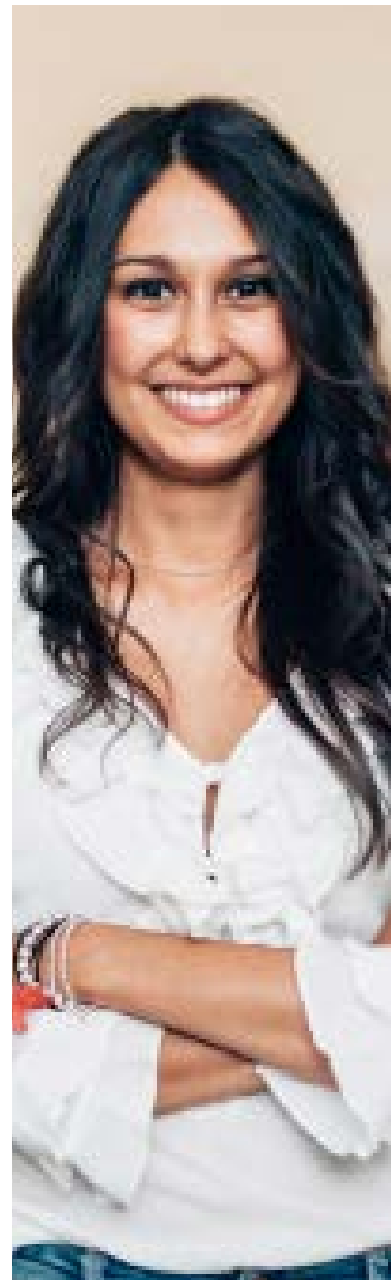
5 Use relevant benchmarks to give survey scores perspective

How do you compare to others in your industry?

Survey results must always be put in perspective. Without relevant benchmarks, it's difficult to appreciate results. Make sure that the appropriate benchmarks are determined up front, so that you can make comparisons once the survey results are in.

The Global Employee Engagement Index

In 2017 Effectory conducted the Global Employee Engagement Index across 54 countries worldwide, discussing and comparing the global scores for 17 of the most important HR themes. In the report, we discuss regional trends, scores and provide clear benchmark data. The research aims to provide insights that can help businesses drive employee engagement and commitment, as well as uncover the latest global work trends.



6 Help teams kick start improvement on team dynamics

Increased team responsibility

More and more organizations are decentralizing responsibility and giving it to teams, resulting in an increased focus on team performance. Most teams regularly discuss their progress, processes and performance results. But it's difficult to

address topics like collaboration, interrelationships, and possible tensions in a team setting, even when there's a lot to gain from identifying them. To a large extent, team dynamics define team success.

Help teams that need it!

Following an employee survey, it's normal to see many teams performing well. However, there is always a chance that some teams score lower than others. This could be for a variety of reasons including dissatisfaction with colleagues or supervisors, or little collaboration

amongst team members. It's crucial to address teams like this. Improving the dynamics within these teams will reflect positively across the whole organization. This is why we developed Teamie, self-scans for teams that helps to improve team dynamics.

7 Discover best practices from other organizations

What happens when the results are in?

Once the results are finalized, teams will get a better idea of what's working well and where improvements can be made. Sometimes it can be difficult for teams to come up with improvements to topics that received low scores, like 'collaboration with the team'.

Learn from other organizations!

In addition to providing the results of your survey, Effectory provides helpful best practices based on organizational user cases. This information, in the form of tips & tricks, will help you to find solutions to low scoring topics. These practical cases can help teams get started and take immediate action when the results are in.



Why choose to work with an Effectory employee engagement survey?

Improve your organization from within by using the ideas and feedback of your employees. Organizations that listen to their employees are more successful. They recognize that their employees know them best. We help give employees a voice.

What sets us apart from the rest

At Effectory, we want to make the working world a better place. We believe that employees are the foundation of organizations. They see what's going on and know best where improvements can be made. We help organizations collect and use the feedback and ideas of their own employees. It's our goal to enhance the employee experience while encouraging sustainable organizational success.

With over 20 years of experience, Effectory has fine-tuned the processes of gathering employee feedback, using the smartest and most innovative feedback tools. We work with organizations to gather feedback at any time during the employee journey. Based in Amsterdam, our 160 enthusiastic and motivated colleagues work towards improving organizations. In 2017, we helped 800+ clients collect feedback from more than 1.5 million employees in 65 countries around the world.

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It's not all about the tools. At Effectory, you don't buy a tool but a successfully completed project. Every feedback tool is 100% customized according to your needs. We take care of things as much as possible. Results are placed in the right context and distributed carefully at every organizational level. After a survey is completed, you have the freedom to request presentations and workshops to make the most of the results. All of this leads to impact. An organization that improves from within. And one that does that in the most advanced, secure and, most importantly, enjoyable way. For you and your employees.

**Want to find out which fee –
back tools correspond with
your organizational needs?**

**For more information about our feedback
tools, demos, or pilot surveys, contact us at:
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