

Employee survey checklist

Everything to do before, during and after an employee survey, on one page.

4 weeks before

- ☐ Write down the 1 or 2 decisions the results will help you make.
- ☐ Choose the questions. Keep it under 15 minutes. Use one answer scale for all statements.
- ☐ Decide the smallest group you will report on (5 people or more).
- ☐ Agree who will see which results, and write it down.
- ☐ Test the survey on 3 people and fix anything that confused them.

1 week before

- ☐ Send the announcement from a leader people trust.
- ☐ Brief managers: what the survey asks, when results arrive, what they will be asked to do.
- ☐ Make sure people without email or a desk can answer (QR code, kiosk, paid time).

While it is open (1 to 2 weeks)

- ☐ Send 2 reminders: halfway and the day before it closes.
- ☐ Share the overall response rate, never which teams are behind by name.
- ☐ Answer questions about anonymity quickly and in writing.

Within 2 weeks of closing

- ☐ Thank everyone and share the response rate.
- ☐ Share overall results with all employees, including the weakest ones.
- ☐ Give each manager their team results (only teams of 5 or more).

Within 1 month of closing

- ☐ Each team picks 1 to 3 things to act on, with an owner and a date.
- ☐ Write the actions in an action plan and share it with the team.
- ☐ Book the progress update for 6 to 8 weeks later.

Before the next survey

- ☐ Tell people what changed because of the last survey.
- ☐ Keep the statements you want to compare over time exactly the same.