

3 STEPS

To Creating More Value from Your Employee Engagement Survey

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Employee engagement surveys can be an enormously valuable source of actionable insights about how to improve employee engagement **and** business results.

This potential too often goes unrealized, however, because many HR departments are stuck in out-of-date ways of thinking about what engagement surveys can and should do for their organization.

In the end, getting more value out of engagement surveys requires clever analysis of your survey results, compelling reporting on the findings, and help that enables busy managers and leaders to act on the findings.

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Ask The Right Questions!

Start by asking the right questions. Your survey "real estate" is a valuable commodity – use it wisely. You'll get more responses and more accurate answers when you keep your surveys fairly short.

You should ask questions that fall into two different broad categories:

- A few questions on outcomes (employee engagement, employee intent to stay, support for customer service, business goals, etc.)
- Most questions should be "diagnostic" (employee assessments of a wide range of elements related to work environment, learning, leadership, etc.) – items that can drive (or impede) achieving business results.



Analyze

Above all else, your survey should help your organization drive better business results through more effective management of employees. This simply will not happen without proper analysis. Most employee surveys fall flat here, resulting in the classic “report gathering dust on the shelf.”

Don't worry too much about “highest” and “lowest” scores or where your scores benchmark against other organizations.

Instead, focus your attention on identifying which factors (among the diagnostic survey items discussed above) are the biggest drivers of your organization's employee engagement and ability to achieve its business goals – and which represent your most important areas of opportunity for improvement. (Believe it or not, this is actually a fairly straightforward statistical project, although it's beyond the scope of this paper.)



Make Results and Next Steps Easy to Understand

Good survey questions and smart analysis aren't enough. You need to communicate the results in a way that allows busy leaders and managers to understand them easily – especially what actions they should take to improve employee engagement and drive business results.

Tell your story using a succinct, well-written narrative, supplemented by carefully-chosen graphics. Focus throughout on the *quality* of insight (your analysis results and the resulting actions), rather than the *quantity* of data results available.

When possible, create highly visual, mass-customized reports for managers on their results, pointing them to the most important actions they need to take, based on the specific results for their group.

And make it easy for them to take the right actions by providing support from HR. Consider supplementing this with a customized employee engagement portal – advances in technology are making this an affordable reality.

Summing Up

To get far more value out of your employee engagement survey, use this three-step process:

1. Ask the right questions.
2. Use the data to understand how to drive better results for your organization.
3. Create compelling reports and make it easy for managers and leaders to act on the findings.

Want to know more?

A free, more detailed version of this article is [available here](#).
Questions? [Contact McBassi](#) – we'd be happy to speak with you.