



Checklist for Creating a First Employee Survey

Thinking about conducting your first employee survey? Here are some tips to help make your effort successful:

1. **Keep it simple** – your first survey should be as simple as possible. Make sure to keep your survey short and focused. Remember, the longer the survey, the more time it will take employees to complete it and the more time it will take you and your managers to make sense of the data.
2. **Have a clear objective for the survey** – make sure you articulate a clear objective and purpose for the survey. This will help you draft your questions, position the survey with employees and guide your reporting and analysis. Here are some questions to reflect upon:
 - Why are we conducting this survey?
 - What is the end result?
 - How will we want to use the survey results?
 - What questions will the survey results help us answer?
3. **Connect it to the business** – make sure to connect the survey content and process to what you are trying to achieve as a business. For example, if you are launching a new product or service, you can gather feedback from employees on potential obstacles to a successful roll-out. If you are looking to attract and retain employees, consider asking questions about what motivated them to join the company and what keeps them there.
4. **Communicate before, during and after** – communication is a critical aspect of survey success. Make sure to inform employees about the goals of the survey, remind them to participate and provide updates on any actions that are taken based on their feedback.
5. **Go through a process check** - Once you are done, review the process to see what aspects went well and what could be improved upon for the next administration of the survey.

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