



Employee Surveys That Work

Best Practices that Build Trust and Improve EX



Meet Your Hosts!



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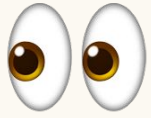
Podcast Host

Flip Flops & PeopleOps



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Product Manager



Lot's of content for you!

YES! I will send you a recording!



Employee Surveys That Work

The Art of Driving Engagement
with a Feedback Loop



FLIP FLOPS & PEOPLE OPS

WITH
CHRISTIE
HOFFMAN

a podcast from  Pingboard

Agenda

Why Surveys can Fail

The 3 Types of Surveys

Creating a Feedback Loop

Automate your Surveys



Why Disengagement is Bad

Like... *really* bad

Most companies have a disengaged workforce

Voluntary Turnover

When the good leave

- 100% - 150% of an employee's salary
- Knowledge loss
- Higher recruiting & onboarding costs

Quiet Quitting

When the disengaged, stay

- 60% more errors
- Decreased productivity
- Negative customer relations



Disengagement cost \$7.8 trillion in lost productivity last year alone.



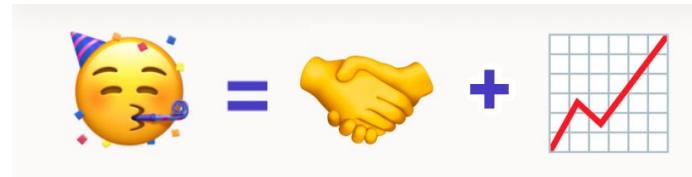
A *lot* of companies have it all backwards

Revenue-First Approach



Short Term Growth,
Long-Term Disengagement

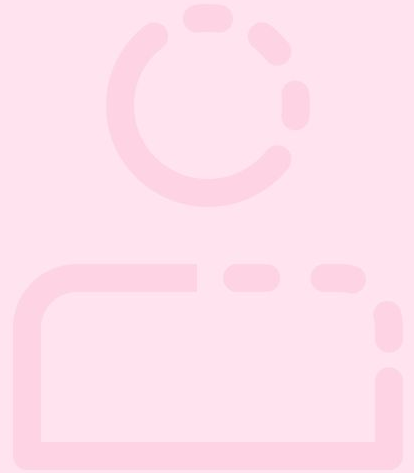
People-First Approach



Long-term engagement,
Long-term growth

**If the Holy Grail of HR
is an Engaged Workforce...**

**Employee Surveys are the
roadmap to get you there!**



Benefits of Employee Feedback

Benefits to HR

Data-driven decisions

+

Make bigger impact

+

Drive retention



Benefits to Employees

Basic needs met

+

Increased productivity

+

Trust in leadership/HR



Benefits to the Company

Decreased turnover

+

Increased revenue

+

Happier customers



A Better EX

And an engaged workforce

HR is asked to “Fix” Engagement



Why is this is a *little* unfair?

70% of the employee experience is the relationship between the employee and their manager.

That's a lot out of your hands!

Identify the broken or missing moments of your EX

“My laptop arrived after my start date”

“I think we have too many meetings”

“Onboarding went too quickly for me”

“I don’t have a regular 1:1 with my boss”

“Nobody ever tells me good job ”

“I’m scared to take a day off”

Why not surveying is no longer an option

When an employee
doesn't feel listened to,

76%

look for [another job](#).

Why Surveys Fail



Leadership doesn't prioritize them



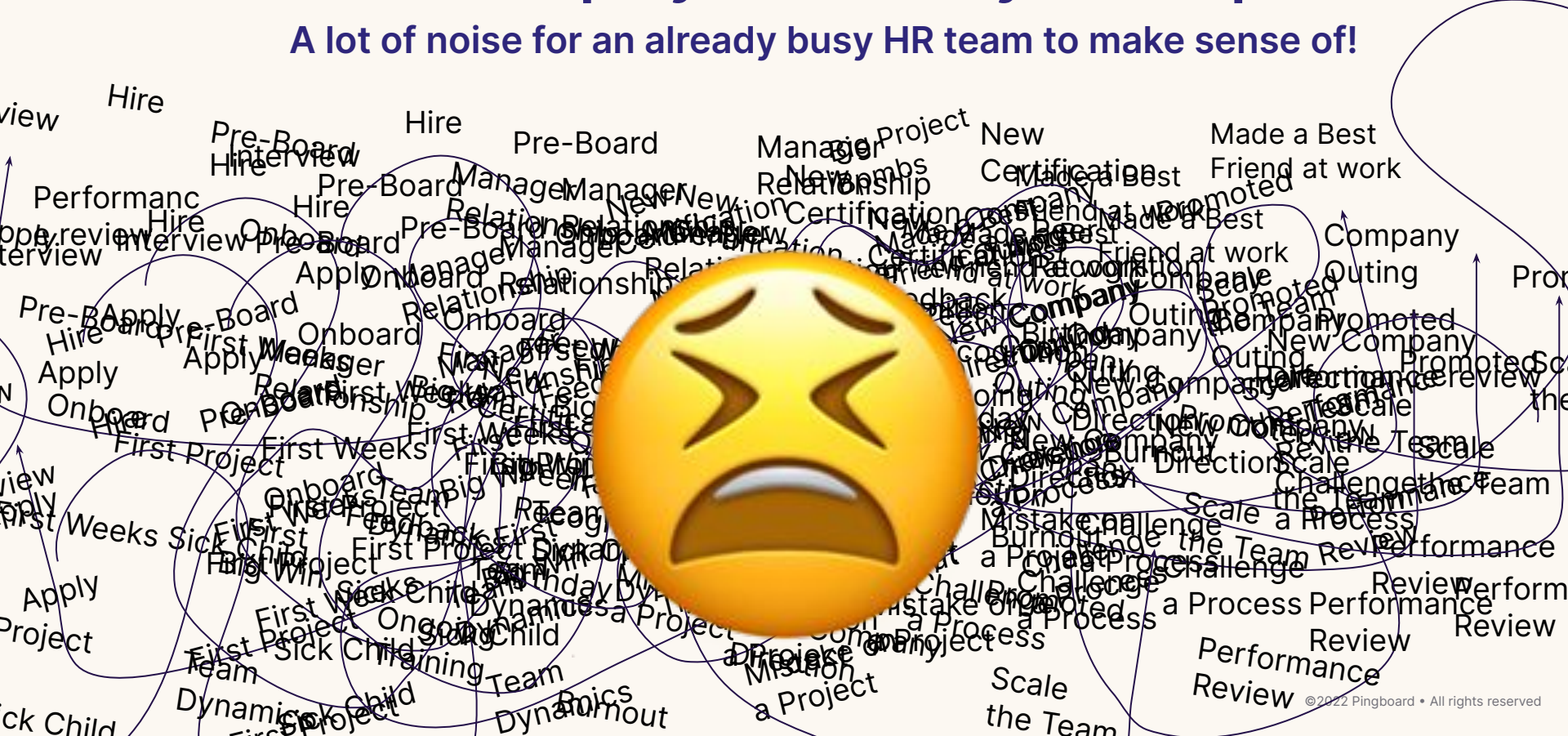
Employees resist taking them



HR is already *very* busy

Each Employee Journey Is Unique

A lot of noise for an already busy HR team to make sense of!



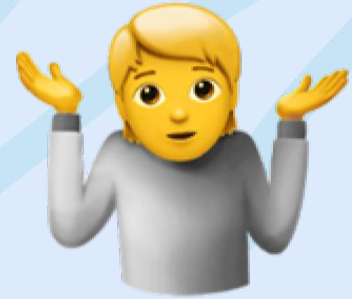
Why Employees Resist




Nothing happens after
the survey closes



They're terrified
of retaliation



Don't feel leadership
will understand



If you're guilty of any of these?
Talk about it as a company.



The 3 Types of Surveys

Questions to Ask, Cadence and other Best Practices



3 Employee Survey Formats

eNPS

General Sentiment

Pulse

Quick Check-In

Engagement

Longest Deep Dive

The Three Survey Formats

Survey Type	eNPS (Employee Net Promoter Score)	Engagement	Pulse
Purpose	Snapshot of current engagement	Deep Dive (the therapy session)	A quick check-in on a specific EX area
Cadence	1-4 times / year	Annual or bi-annual	Monthly
Pros	The quickest format High participation	Becomes the roadmap for HR	Quick, yet detailed Measure satisfaction on a recent change
Cons	Won't reveal what's exactly wrong	Takes the longest to analyze data Participation is lower due to size	Participation can waver
Tips	One question with a scaled answer	Explain the "why" behind the survey Remind in written, visual, verbal format	Use simple language and a slider scale
Always add an open-ended field (<i>"Anything else you'd like to add?"</i>)			

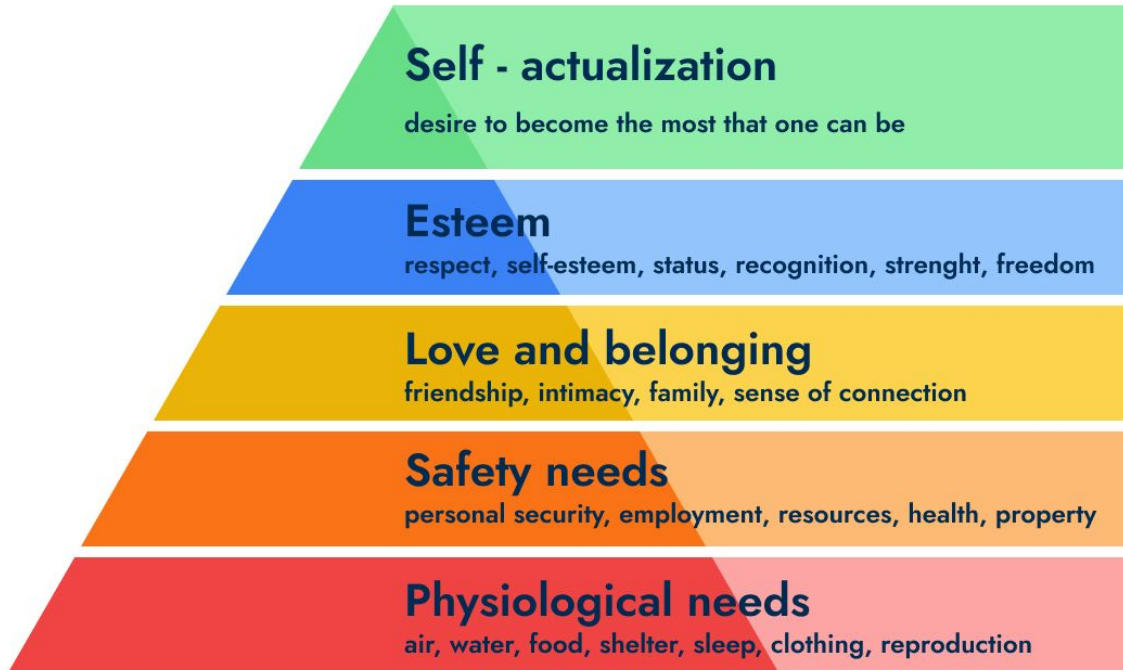


Asking the right questions

Gallup's 12 Engagement Questions

1. I know what is expected of me at work.
2. I have the materials and equipment I need to do my work right.
3. At work, I have the opportunity to do what I do best every day.
4. In the last seven days, I have received recognition or praise for doing good work.
5. My supervisor, or someone at work, seems to care about me as a person.
6. There is someone at work who encourages my development.
7. At work, my opinions seem to count.
8. The mission or purpose of my company makes me feel my job is important.
9. My associates or fellow employees are committed to doing quality work.
10. I have a best friend at work.
11. In the last six months, someone at work has talked to me about my progress.
12. This last year, I have had opportunities at work to learn and grow.

Remember Maslow's Hierarchy of needs?



The Employee Hierarchy of Needs



Growth

Q12 This last year, I've had opportunities at work to learn and grow

Q11 In the last six months, someone at work has talked to me about my progress

Teamwork

Q10 I have a best friend at work

Q9 My coworkers are committed to doing quality work

Q8 The mission or purpose of my company makes me feel my job is important

Q7 At work, my opinions seem to count

Individual

Q6 There is someone at work who encourages my development

Q5 My supervisor, or someone at work, seems to care about me as a person

Q4 In the last 7 days, I've received recognition or praise for doing good work

Q3 At work, I have the opportunity to do what I do best every day

Basic Needs

Q2 I have the materials and equipment I need to do my work right

Q1 I know what is expected of me at work

Other Survey Best Practices



Be clear on Anonymity
or not (and why)



Find time
for analysis



Always thank
employees



Use clear,
concise Questions



Present
the Data

Creating A Feedback Loop

With an easy, repeatable process!





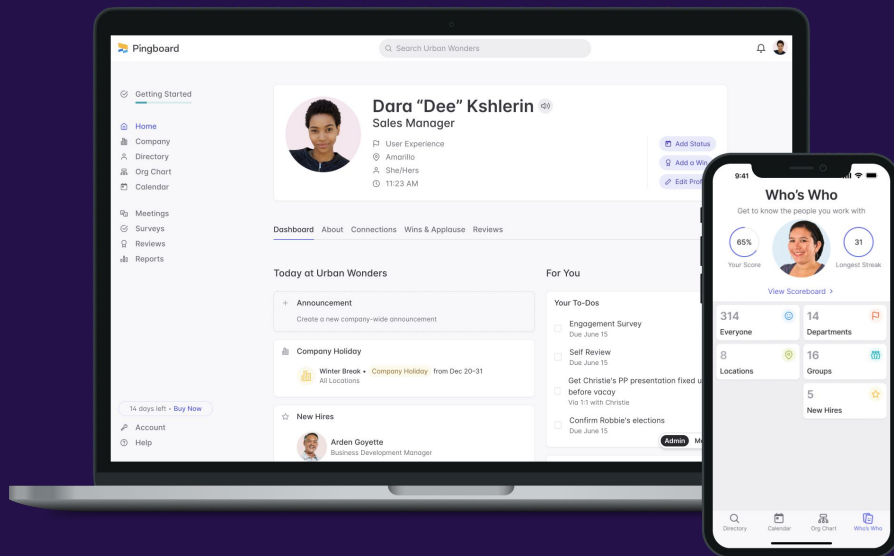
Ready to automate your surveys?



The Employee Experience Suite

Built for growing companies that put their people first

Surveys
Manager 1:1s
Time Off
Announcements



Recognition
Milestones
Directory
Org Chart



Employee Surveys



Flashcard Game



Employee 1:1s



Slack (& Teams)
Integrations



Peer Recognition



Org Chart



Preboarding &
Onboarding



Employee Directory



Questions