

WHAT IS THE EMPLOYEE ENGAGEMENT SURVEY?

Hi, my name is Erica Callaway and in this session we will talk about the employee engagement survey. We'll talk about the purpose of this survey, specific items that will be found on the survey, as well as how this survey is intended to be part of an overall continuous improvement process.

So there is a very clear purpose and intent for the survey which is to assess the extent to which leaders provide all employees with work environments where they can reach their highest potential.

This survey does measure perception and experience. It is a great way for an organization to be accountable to all stakeholders and then when used as part of an overall continuous improvement process, including a result rollout, this is a way to establish enhanced two-way communication throughout the organization.

And then the last benefit of the survey is it does provide us with great examples of what is working well throughout the organization and those examples can be useful in reward and recognition later on.

This survey is an online survey and is intended to have all employees participate and for them to respond and then reporting of results does happen at the overall organization level as well as a department or unit level with five or more employees in the department or unit.

This survey contains a number of Likert scale items with five categories with ranging from strongly agree to strongly disagree. The very end of the survey contains three open-response items where respondents key in their answers.

So we'll talk very quickly about the items themselves. So in items one through ten, you can see that these ask respondents to select, once again, from a Likert scale, with five being strongly agree and one being strongly disagree.

Notice that these items do ask the employee to provide a response about the extent to which the supervisor provides a work environment that allows for them to do their very best work.

Then, in items 11-14, you'll see that these are very focused on the senior executive and the messages that employees might receive about the organization as a whole.

There are two purposes for these items. The first is to provide the senior executive with feedback about overall organizational functions. And then the second is to allow all leaders to have information about how there might be consistent or inconsistent messages cascaded throughout the organization and into different departments. So a great coaching point following the employee engagement survey administration is for leaders to really look at these items and understand if there are areas for improvement, in terms of consistency of message.

Item 14, as you can see, is very focused on loyalty. This is our recommend item. Would employees recommend the organization to others? Very important for all leaders to pay attention to the results of this item.

Then there are going to be communication items on the survey. So these items measure the organization's communication efforts and further support a comprehensive understanding of the way messages are shared across the organization.

Then, to end the survey employees will have the opportunity to key in responses in the open response items. And in the first two open-response items, you'll see it offers up an opportunity to expand on some things that are working well and so then when comparing the responses to the Likert scale items really does help you know how certain items may have received higher scores than others. Same thing for item two provides an opportunity to get more detailed more specific with opportunities for improvement.

And the very last night and is designed to gather information about individuals who deserve rewarding recognition. This is particularly beneficial because it is very much a peer-recognition opportunity. Finally, I just want call out that again the purpose of the survey is really continuous improvement. It is a starting point for that continuous improvement process in an organization. It engages leaders in a rollout of results to gain more input to make specific action plans. And we really consider this a way to hardwire the use of two-way communication and feedback from employees to make our organizations the best places for all to work.