

Tips for What To Do Now That Your Employee Engagement Survey Results Are In

Thank you for attending PRSA's recent Brown Bag Seminar regarding employee engagement survey results. We thought it was a valuable dialogue and exchange of ideas and best practices for how to proceed once your survey comes back. We have developed the following tips that might consider as you decide your next steps.

1. *If not included in your results from your survey partner, secure comparative engagement scores for others in your industry so you can see how your scores match up against those companies most similar to you.*
2. *Confer with the leaders in other company departments (HR, operations, legal, quality, customer service, sales, etc.) to develop a plan for how the company plans to address the areas that need the most attention. Where possible, have employee representatives on the team that is responsible for implementing plans to make improvements where necessary so that you get employee buy-in and participation in the process.*
3. *Identify the top areas of focus and determine what success or improvement would look like in specific, measurable terms, e.g. increase manager/direct report communications satisfaction score from 50% to 70%.*
4. *Consider that your employee base is made up of different audiences that have different needs. For example, you'll need different tools to reach those employees who work in a production environment or remotely vs. those who work on computers all day.*
5. *Develop a plan for sharing the results of your engagement survey with your employees. Ideally, you'll want to share the results of every question, along with an executive overview that puts the numbers into perspective. Also, feel free to share the plan developed as part of the second tip above with your employees to show that the company has reviewed the results, appreciates the input and intends to move forward on making improvements where necessary.*
6. *As part of your communications plan for conveying the results, be sure to include the CEO or a C-suite leader as a visible spokesperson for the initiative to indicate support and buy-in at the highest levels of the company.*
7. *Consider including a pulse-check survey midway through the year to track progress against your goals and to determine if you are on track for improving results when the next engagement survey is administered. Communicate results and progress to underscore support for the initiative. Without regular status updates, employees may begin to lose trust in the process and consider it another "flavor of the month."*
8. *The most important relationship in the company is the one between the employee and his or her direct supervisor. Pay particular attention to the communication and leadership skills of your supervisors and managers. Partner with HR to determine if a communications training effort can strengthen those skills. A boss can make or break an employee's engagement level and job satisfaction.*
9. *Keep in mind that engagement and satisfaction are two different things and are accomplished in different ways. If possible, consider adding several questions to your next engagement survey that measure satisfaction so that you are getting an indication of those levels within your company. A satisfaction question might look like this: "On a scale of 1 to 5, how proud are you to say you work for XYZ Company?" Or, "On a scale of 1 to 5, indicate the level at which you feel you make a difference at XYZ Company."*
10. *Take time to celebrate the positive engagement survey results and improvements that your employees achieve year over year. The simple act of acknowledging accomplishments can have a big impact on morale and, ultimately, engagement itself.*

Thanks again for your participation. Best of luck!

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