



10 Ways to Encourage Your Employees to Complete the Survey

At the core of each step in encouraging your employees to complete the survey is *communication, reinforcement, and transparency*. A combination of these factors will ensure that your employees are comfortable and willing to contribute to the survey.

Note: Certain of the following tips assume that you will be receiving one of the survey results reporting packages offered by Great Place to Work®

Communication from the top

Involve the President and/or CEO in the communication prior to the launch of your survey. Have them initially inform your employees about the survey via email and/or, if possible, face-to-face communications. Ensure that they highlight their interest in your employees' views by stressing that the survey is an opportunity to provide honest feedback about their workplace and culture. It is essential that communication comes from the top, because it is your senior leadership team who must demonstrate commitment to create change based on your employees' feedback.

Emphasize confidentiality

A perceived lack of confidentiality is one of the main factors undermining survey completion rates. Explain to your employees that the survey is conducted by a third party, that at no stage does your organization have access to the raw data nor any information that links an individual with a response. Any reports provided by GPTW to your organization include aggregate results only. Subgroup results are disclosed only for groups having five or more survey respondents, thereby ensuring anonymity of individual respondents. Employees respond to the survey more honestly and accurately when they are reassured that their privacy will not be compromised.

Point of contact

Allocate a single point of contact in your organization who can assist and support your employees with any questions they may have during the survey period. It is important that your employees know who to contact should they have any questions. Your point of contact can liaise with Great Place to Work® on any questions or issues that may arise during the survey period. Ensure that the point of contact will be reachable during the entire survey period and is trusted by your employees.

Advance Communication memo

Ensure that the sample communication memo provided to you by Great Place to Work® is distributed to all employees invited to participate in the survey two weeks prior to your survey launch date.

Best Workplaces in Canada poster

Great Place to Work provides electronic templates of three Program posters. Print and distribute the first poster around your offices 2 weeks prior to the launch of your survey; the second poster during the survey period; and, the third poster after the survey has closed.



Reminder emails

Over the two week survey period, Great Place To Work® will send out two reminder emails to employees who have not yet completed the survey. These can be supplemented with brief internal email reminders from your President, CEO or HR Director encouraging all employees to complete the survey if they have not already done so.

Company survey time

The survey takes about 15-20 minutes to complete. Encourage your employees to complete the survey during working hours. If and as appropriate, set up dedicated time-out sessions when employees can complete the survey during working hours. Remember that the survey is for the benefit of your company and, therefore, employees should not be expected to complete it during breaks or outside of work hours.

Regular communication

Reinforce the importance of and reasons behind the survey to your employees at appropriate opportunities. Don't rely on communicating this only via email. Rather, utilize all available avenues of communication to your employees – meetings, CEO Blogs, intranet, Yammer, etc.

Explain what happens next

One of the reasons why employees are sometimes reluctant to complete the survey is due to limited confidence in how their perceptions and feedback will influence their workplace experience. Ensure that you communicate how the results of the survey will be used to benefit the workplace. Clearly commit to your employees that the company will communicate and act on the results of the survey, and be sure to follow through. Following through on this commitment will improve the response rate for subsequent surveys.

Sharing Insights

By being a part of the process and taking the time to complete the survey, employees will naturally be interested in learning the results. Once your survey results have been reported to you by GPTW (if you have purchased one of the reporting packages) and reviewed by your leadership team, you can share the key findings with your employees. Feeding back and acting on your survey results will enable your employees to see that their input is valued and can make a difference. Explain the key findings and share what is important for your workplace culture. Being open about the results and follow-through process can increase your employee's trust within the workplace and also the response rate for your next survey.

Great Place to Work® offers consulting services to assist clients in developing and implementing customized strategies for communicating and following through on employee surveys. Contact us for additional information at: 1-866-712-0630 or ca_bestworkplaces@greatplacetowork.com