

A photograph of four business professionals in an office setting. On the left, a man with a beard and a blue shirt is looking towards the center. In the middle, a woman with short blonde hair is smiling and looking towards the right. Next to her, a man with glasses and a dark blue shirt is looking towards the right. On the far right, a woman with a large afro hairstyle is smiling and gesturing with her hands as if speaking. They appear to be in a collaborative meeting.

Turn engagement survey results into action.

FOLLOW THESE STEPS TO IMPROVE ENGAGEMENT.

1

Analyze the Results

SCORE QUANTITATIVE QUESTIONS

Keep it simple: Go line by line and look at the score of each quantitative question. What questions had a large percentage of negative responses? Flag those items so when you create an action plan, you'll know what to focus on.

EVALUATE QUALITATIVE QUESTIONS

As you read the open-ended answers of these questions, note common themes or pain points. "The volume of written comments can be high, so it's good to be able to apply AI to analyze those comments and identify key themes," says Bill Freund, vice president of marketing and business development at CustomInsight, a company that helps organizations systematically monitor and improve employee engagement.

BUY BENCHMARK DATA

To see your quantitative results in context, look at benchmark data to determine how your company is doing compared to others in your industry.

"There's no number that's good in and of itself; it's compared to the engagement on average in your industry," says Trent Burner, vice president of research at the Society for Human Resource Management (SHRM).

2

Share the Survey Results With Employees

INFORM YOUR EMPLOYEES

Communicate the results to employees as soon as possible to make sure they know where the organization stands and what's to come.

"At a high level, what did people say? How did the company score? It's important to build that transparency and trust," says Freund. "That's really important for organizations, as trust is tied to engagement."

CRAFT YOUR MESSAGE

In your communications, thank employees for participating, provide a brief overview of what the results revealed, and tell them that steps are being taken to create positive change.

3

Set Up Focus Groups

PREPARE DISCUSSIONS

After looking at the results, consider what strategies you can implement to improve engagement. To determine what might work best for your employees, schedule focus groups.

Divide your employees into small groups and schedule discussions with each one. Before meeting, write a few questions asking them how they would like the company to improve engagement.

TALK WITH EMPLOYEES

As you meet with each group, let your employees lead the discussion. Make sure to give each group member ample time to speak their mind so you hear a variety of ideas. This is a great starting point for your action plans.

“These discussions can clarify issues, and they can also tease out suggestions and recommendations. You’re harnessing the brainpower of your employees,” says Freund. “You want to welcome that, you want to provide them a forum to express their thoughts.”



4

Establish Action Plans With Leadership

TARGET PROBLEM AREAS

Create strategies around the low-scoring questions you identified and the insights you gained from the focus groups. For example, did employees tell you that the workplace lacked teamwork? Work with HR to set up team-bonding events such as quarterly outings and happy hours.

ASSIGN TASKS

“For each item you want to focus on, you want to establish goals with a few tasks. And then those should be assigned to somebody who’s responsible for that particular goal,” Freund says.

For more information on how to keep employees engaged, visit staplesworklife.com.

5

Circle Back With Employees

PROVIDE AN UPDATE ON YOUR PROGRESS

Bring employees up to speed on where you are in the process, explaining that their contributions to the survey and focus groups have allowed the company to create solutions.

“The more you engage employees in the solution and then share your plans to make changes in the future, the more engaged people will be,” says Burner.

EXPLAIN YOUR COURSE OF ACTION

Detail what steps are going to be taken and when, then describe how the plan is going to benefit your employees in the long run. You can also ask employees to provide feedback on the plan to see whether your changes are making an impact.

“Make sure people feel like it’s relevant and it’s going to have maximum impact, that the plan is focused in the right direction. Then, check periodically to see if people are noticing progress,” Freund says.