

# Measure What MATTERS

# Employee Engagement Survey

Offer your staff the opportunity to take this survey on a quarterly basis. It is KEY that the survey be offered anonymously; remember, you don't want to punish your staff, you want their feedback!

	YES	NO
I believe in the mission and the goals of this organization.	<input type="checkbox"/>	<input type="checkbox"/>
I am clear about the success criteria in my role.	<input type="checkbox"/>	<input type="checkbox"/>
I have access to ongoing training and support to help me excel in my role.	<input type="checkbox"/>	<input type="checkbox"/>
I have the resources I need to do my job well.	<input type="checkbox"/>	<input type="checkbox"/>
My manager values my talents and the contributions I make.	<input type="checkbox"/>	<input type="checkbox"/>
My supervisor gives me praise and recognition when I do a good job.	<input type="checkbox"/>	<input type="checkbox"/>
My manager is actively interested in my professional development and advancement.	<input type="checkbox"/>	<input type="checkbox"/>
I trust and respect the people that I work with.	<input type="checkbox"/>	<input type="checkbox"/>
I feel informed about important issues in this company.	<input type="checkbox"/>	<input type="checkbox"/>
In the last 4 months I have received feedback about my role and ways to improve.	<input type="checkbox"/>	<input type="checkbox"/>

# Employee Engagement Dashboard

Now add up your employees' responses and rank your quarterly outcomes: Red, Yellow, and Green.  
79% or less is Red, 80-89% is Yellow, and 90% or above is Green.

Engagement Indicators			Quarterly Status				Quarterly Status				Action Plan for Red & Yellow
<i>R</i> <80%	<i>Y</i> 80-89%	<i>G</i> >90%	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
<i>Example</i>			R	Y	Y	G	R	Y	Y	G	
I believe in the mission and the goals of this organization.											
I am clear about the success criteria in my role.											
I have access to ongoing training and support to help me excel in my role.											
I have the resources I need to do my job well.											
My manager values my talents and the contributions I make.											
My manager is actively interested in my professional development and advancement.											
I trust and respect the people that I work with.											
I feel informed about important issues in this company.											
In the last 4 months I have received feedback about my role and ways to improve.											

# Mystery Shopper Questions

Provide this simple questionnaire to your Mystery Shoppers. By drilling deep into a few key indicators, you can determine whether your staff is delivering on your service strategy.

Did our people go out of their way to put a smile on your face?									
1	2	3	4	5	6	7	8	9	10
Not even close								In a big way!	
Please tell...									

Did our people influence your sale and/or experience?									
1	2	3	4	5	6	7	8	9	10
Not even close								In a big way!	
Please tell...									

Did our people give you a reason to return?									
1	2	3	4	5	6	7	8	9	10
Not even close								In a big way!	
Please tell...									

# Mystery Shopper Dashboard

Now add up your mystery shoppers' responses and rank your quarterly outcomes: Red, Yellow, and Green. A score of 6 or below is Red, 7 or 8 is Yellow, and 9 or 10 is Green.

Mystery Shop Questions			Weekly Results				Weekly Results				What They Said
<i>R</i> 6 or below	<i>Y</i> 7 or 8	<i>G</i> 9 or 10	W1	W2	W3	W4	W5	W6	W7	W8	
<i>Example</i>			R	Y	Y	G	R	Y	Y	G	
Did our people go out of their way to put a smile on your face?											
Did our people influence your sale and/or experience?											
Did our people give you a reason to return?											

# Online Review Dashboard

## MAP YOUR OWN REVIEWS to customer touchpoints

Go online and read your bar's social media reviews. Make a mark next to the touchpoint(s) each reviewer mentions - ✕ for negative, ✓ for positive.

EXAMPLE  ✕ ✕ ✕ ✓ ✓	PHONE
WEB	PARKING LOT
HOST STAND	BAR
TABLE	WASHROOM
PAYMENT	TO GO