workhuman*

5 Common Mistakes to Avoid When Sending Employee Surveys

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One of the most effective ways to understand the morale and concerns of your employees is to ask them. Employee surveys help organizations uncover issues affecting productivity, engagement, and quality of work. When done right, the results can help inform improvements to the culture by giving employees a chance to shape it.

To make sure they're done right, here are five common mistakes made when administering employee pulse surveys and how to avoid them.

MISTAKE #1:

Not striking the right survey cadence

One of the most important factors to keep in mind when sending out employee surveys is timing. Pulse surveys should feel like an every-once-in-a-while check-in. Launching surveys only once per year will likely put your organization behind in responding to feedback. However, you also don't want to send surveys out too frequently and create survey fatigue, which will limit their potential as an effective engagement technique.

How to avoid it?
Start by surveying every few months to get a steady read on the pulse of the company.

MISTAKE #2:

Relying solely on third parties

Meaningful change at an organization comes from within. Many organizations turn to third party consultants to administer surveys, analyze results, and try to fix whatever issues are uncovered. But the entire communication and change management process must come from your senior leadership team. In fact, one member of the C-suite (typically the CHRO) should ensure engagement remains a priority and survey results make it into business planning processes.

How to avoid it?

Use surveys like Moodtracker® with science-based survey questions and analyses included. That way, your organization can focus on building support, acting, and communicating changes to employees.

Leaving biases unchecked

Biases can negatively impact how surveys are written and even responded to, affecting their reliability and effectiveness. This includes confirmation bias (seeking data to confirm a point of view), selection bias (selecting an unrepresentative sample), and social desirability bias (selecting opinions or giving responses that present them in a positive light).

How to avoid it?

Make sure data scientists are engaged with both the survey design and the analysis of results. Administering a survey should involve basic scientific methodology to ensure accurate data are driving decision making.

All talk, no walk

To put it bluntly, surveys are useless unless they are acted on. According to Gallup, when organizations send out internal surveys and do not take action, they have lower engagement levels afterward. Surveying with no follow-up is worse than doing nothing at all.

How to avoid it?

Survey results should encourage productive and focused discussions based on the challenges employees are facing. These discussions can generate new questions and new ideas. Don't replace dialog with data.

Assuming correlation is causation

When survey results indicate that two items are trending in the same direction, they may be correlated (related), "spuriously correlated" (linked by something related to both), or simply a coincidence. For example, when both survey results and productivity results trend together, without more analysis, there's no way to know which caused the other or if they even casually related.

How to avoid it?

Recognize the need to investigate the root causes of issues like attrition and engagement within the organization before jumping into action. Including a survey methodologist as part of your strategy is key to getting the most accurate results and insights from the data.

When employees are more engaged, they're more productive, they create a better customer experience, and they improve the culture of your organization. And there are few better ways of leveraging that engagement and acting in a manner informed by the people at your company than asking them directly through Moodtracker pulse surveys.

Launch unlimited surveys. For free. Start building a more connected culture with Moodtracker.

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