

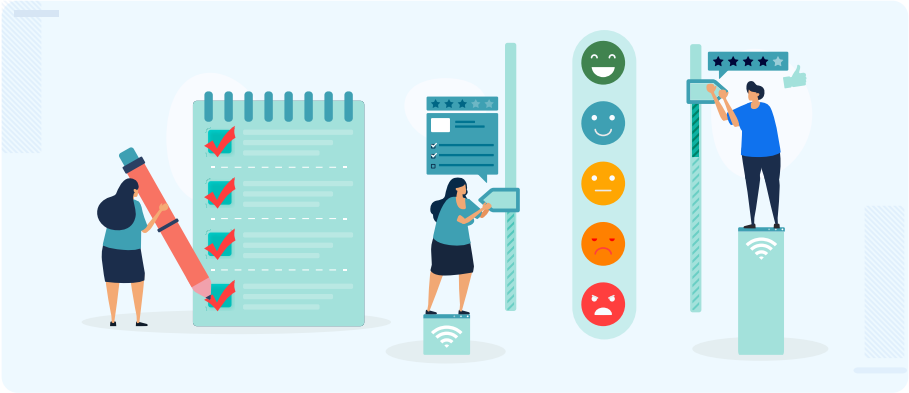
# Employee Engagement Surveys: A Complete Guide



# Table of Contents

<b>1. The How &amp; Why of Employee Engagement Surveys</b>	.....03
<b>2. Key Themes for Building Impactful Employee Engagement Survey Framework</b>	.....06
• Management	.....06
• Organization	.....06
• Work	.....07
• Satisfaction	.....07
• Manager	.....08
• Growth	.....08
• Team	.....08
<b>3. How to Conduct Employee Engagement Surveys? What Matters and How to Measure It?</b>	.....12
<b>4. Why to Conduct Employee Engagement Surveys?</b>	.....15
<b>5. The Most Common Types of Engagement Surveys Employed by Companies</b>	.....17
<b>6. A Sample List for Employee Engagement Surveys Questions</b>	.....19
<b>7. What To Do With Employee Engagement Survey Data?</b>	.....23
<b>8. Leena AI – The Smart Way to Building Intelligent Employee Engagement Surveys</b>	.....25
<b>9. To Sum Up</b>	.....30
<b>10. Frequently Asked Questions</b>	.....31

# The How & Why of Employee Engagement Surveys



Employee engagement is best described as the level of personal investment an employee offers towards their job role or a piece of work.

Many businesses believe that employee engagement is the miracle solution for higher productivity and increased profitability and indeed it is. But, merely thinking about employee engagement or implementing a few initiatives will not leave any impact on your business. Just like watching a workout video will not make you actually lose weight.

Employee Engagement requires problem identification, thoughtful implementation, finding empathetic solutions and constant measurement of your initiatives. There is no doubt that high employee engagement leads to higher productivity levels and increased revenue numbers. But, how do you know that your employee engagement is actually engaging? How to assess employee engagement?

We have dedicated this ebook to help you find the most effective method that will help in making your employee engagement plan work. Companies spend millions on employee benefits, training and motivation programs.

However, simply spending money or giving perks to employees doesn't really help in increasing employee engagement. (Only 12% of employees leave their current positions for more money) Most importantly, businesses often neglect to invest in programs to evaluate and measure the effectiveness of their efforts to build a fully engaged workforce.

An objective and consistent [employee engagement survey](#) program provides a valuable tool for measuring and tracking employee engagement levels, identifying the key attributes contributing to engagement, and providing recommendations for ways to increase engagement.

### **What are Employee Engagement Surveys?**

[Employee engagement surveys](#) are tools that measure the current sentiments of employees in reference to their company, team, manager, work-environment, job role, satisfaction and growth opportunities. Employee engagement surveys help significantly in gathering information that reveals your company's existing engagement levels and work-culture health.

[Employee engagement surveys](#) are the most remarkable tool that help in measuring the effectiveness of your engagement initiatives. However, a lot depends on the kind of questions you are asking in your employee engagement survey. If you are looking for answers that will help in making a change, then it is really important for you to ask the right questions. Employees who rush through questions aren't going to give you the most thoughtful or useful answers. Therefore, the questions must be relatable and intuitive.

Conducting [employee engagement surveys](#) will give you a view to the levers that you have to motivate and engage employees. Many times, companies do not take full advantage of the information that is available to them to make changes and improve employee conditions. If you do not measure employee engagement in a way that leads you to action, you are missing out.

The importance of employee engagement surveys cannot be stressed enough. Regular surveys are integral to a healthy and engaged workforce. There are many other benefits of employee engagement surveys, including the production of better quality products, higher productivity levels, higher sales, and higher profitability margins.

“

*The biggest concern for any organization should be when their most passionate people become quiet.*

*- Anthony Johnson, Managing Partner | Board Member | Forbes Business Council*

”

# Key Themes for Building Impactful Employee Engagement Survey Framework:



Developing a viable engagement survey framework is highly significant for the survey to fulfill its purpose. A comprehensive outlook ensures that intangible areas are not being overlooked. The survey should be based on themes that cover all the critical components that will draw the most in-depth insights from employee feedback.

The engagement survey framework should ideally be built around these primary themes, that span the length and breadth of your organization:

- **Management**

This theme aims to understand the confidence of employees in their leadership. The ultimate goal here is to understand the equation between employees and management in terms of communication and strategy. Open communication between employees and the leadership helps in establishing a more loyal workforce. This eventually leads to an engaged work environment, where employees feel a part of the leadership's goals and visions.

- **Organization**

This theme is dedicated to quantify the alignment between employees and the organization. The questions can be customized as per the tenure of the employees. Right from, do they agree with the company policies, feel a part of the ultimate mission, to understanding if they are facing any form of discrimination. Asking these questions allows employees to feel they have a say in the core structure of the company and the organization respects their perspective.

- **Work**

Here you can explore whether your employees are happy with their job role/work or not. If they are burdened with work, do they feel they have work-life balance and feel motivated to perform to their job-role every day. The feedback received can help you gain insight into to the need to hire more people, need to develop the skills of the existing employees, need to make internal changes in the teams or departments. It is critical for employees to feel engaged in their job role and complete the assigned task with responsibility.

- **Satisfaction**

Employees who are excited to show-up at work, motivated to do a quality job, and open to changes and collaboration are the dream of every management. Employee satisfaction is one of the key drivers of building a highly engaged and productive workforce. Surveys help remarkably in getting quantitative data and when they assure anonymity, the original concerns start popping up.

- **Manager**

Managers and employees must share a healthy relationship. A healthy work environment will motivate employees to go to work every day and decrease the level of absenteeism. Employees should be able to trust and fall back on their managers whenever needed. Healthy work relationships significantly reduce office conflicts, internal politics, and fights.

- **Growth**

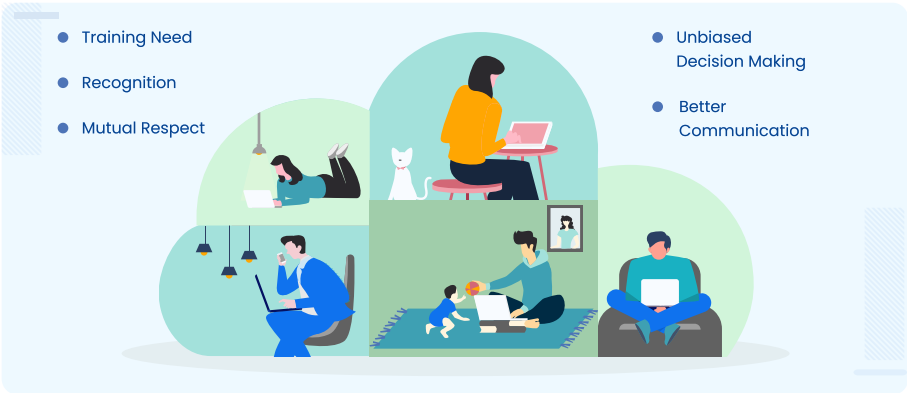
How exactly your employees feel about their growth in the company can easily predict the attrition state. Whether employees feel efficient and are able to accomplish their career goals or not can help you gauge their intent to stay with the company. Feedback received by employees can aid in retaining your best talent. The data gained can also help in building an effective training and development plan if skill gaps are detected.

- **Team**

A very critical contributing factor to employee engagement is sync between employees and their team. If the team itself is not aligned and does not support each other, there is a high possibility that employees would try to move out. Feedbacks for this theme would lay clearly if there is a need for more team building initiatives or not.



# Five key elements of employee engagement that you can achieve with employee engagement surveys:



- **Communication**

Employee engagement surveys help in identifying and closing communication gaps among the workforce. These surveys can be conducted across several levels to eliminate any kind of barriers that might stand between employees and the management. Employee engagement surveys accurately give you an idea about how aware your workforce is regarding their goals. Candid, frequent, open and timely communications about your company’s vision, goals and strategies help employees feel connected to the organization. And everyone wants to feel like they are part of the in-crowd.

- **Training**

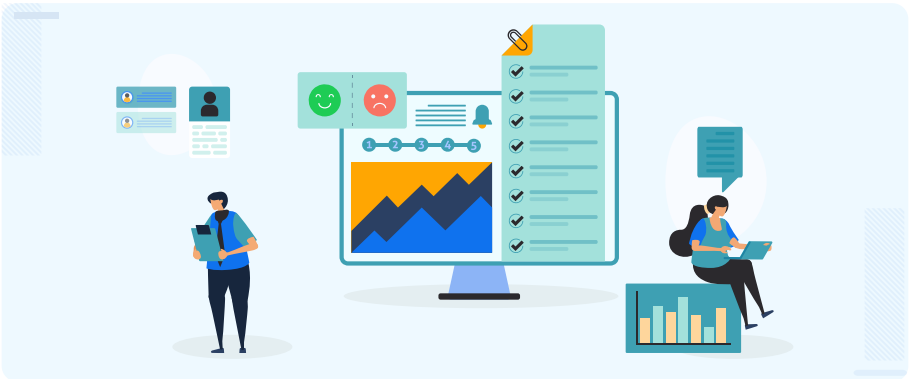
Employee engagement surveys also play a significant role in identifying the training needs of employees. HR leaders can obtain a very clear list of skills that employees wish to learn and act on their skill development plan in a structured manner. A learn and development plan built on the basis of employee engagement survey data guarantees increased level of productivity.

- **Respect**

Remember, your employees are the one who do all the work. Therefore, it is really important that they feel valued and heard. Employees choose to work for an organization and they should feel that their work is being respected. Being actively involved in the the core business strategies makes employees realize that they have a stake in the company and that their opinions are valued.

- **Fairness**

Employee engagement surveys help in eliminating bias and allows you to understand whether the employees are facing any bias at work. These engagement surveys maintain the anonymity of the employees allowing them to express their opinions and thoughts without the fear of judgment. HR professionals can take data backed decisions with the help of these surveys and build a customized plan of action accordingly.



- **Recognition**

A study suggests, [66% of employees say they would "likely leave their job if they didn't feel appreciated"](#). This is up significantly from 51% of employees who felt this way in 2012.” Employee engagement surveys also represent the levels of enthusiasm and connection employees have with their organization. It’s a measure of how motivated people are to put in extra effort for their organization, and a sign of how much pride they feel for their company.

*“Use an online recognition tool to provide real-time viewing, commenting, and recognition for all employees. Employee appreciation, in my opinion, is the primary motivator of employee engagement. Employees who receive regular recognition from peers and superiors feel more connected, respected, and valued.” - Rameez Usmani, CMO | PureTuber*

Now that you have understood what critical points you can measure leveraging the power of employee engagement surveys. Let's move on to the next question.

# How To Conduct Employee Engagement Surveys? What Matters and How To Measure It?



If you have never conducted employee engagement surveys or you are planning to in the near future. These simple steps will help you commence the process:

## 1. Know the purpose

Like most projects, it requires planning and thought. To obtain the most accurate results, it is important to think about what you aim to get out of this engagement survey and how that information is going to be used.

## 2. Craft thoughtful questions

Once you have decided the purpose of your initiative, you can target those specific areas and ask relevant questions. It is a good idea to have a combination of both open and closed questions to get the most amount of data and use clear and simple language. Keep reading to discover an exhaustive list of questions to help you get started with your employee engagement survey.

## 3. Capture their interest

It is best practice to keep the survey short, simple, and crisp. If the

engagement survey is way too long, people will only run through questions and very quickly lose interest. This will not allow any valuable data to act on.

#### **4. It's a teamwork**

It is beneficial to invite all members of staff to get involved. Rather than just focus on the core functions. If an employee doesn't have much input in a particular area, they can always leave it blank. However if you do not include them, you run the risk of missing some vital insight.

#### **5. Don't rush them**

Sharing the survey at lunchtime or at the weekends and expecting them to fill it in by close of play will probably only have a few responses. Give them a week or two to do it so they can give it the attention it deserves.

#### **6. Encourage your employees**

It is useful to tell your employees how committed senior leadership is to the survey's results and how willing they are to make changes based on the findings. Managers can explain the value of the survey in group meetings or one-on-one sessions.

#### **7. Keep it anonymous**

You will not get honest answers if the survey doesn't promise anonymity. It is key for employees to be able to provide their honest thoughts and opinions, therefore ensuring their answers are anonymous. It is also important to think about the design of the survey.

#### **8. Analyze the results**

Once you receive all the data, you will then need to examine the results of the survey. From the data gathered, you will be able to see if there are patterns or trends affecting the business or specific teams.

## **9. Communicate the results**

Tell your employees what were the findings that came out of the survey. They will be interested to learn about the opinion of their colleagues and whether it aligns with their thinking.

## **10. Take action**

Do not just let the results be added to just another folder on your computer. Crack the numbers and see what initiatives can be taken immediately to improve certain problem areas.

## **11. Measure progress**

Once you have implemented a measure or strategy, you need to make sure that you keep track of the impact and whether it is meeting its goal. You can set benchmarks for plans and keep track of the year-on-year progress.

# Why To Conduct Employee Engagement Surveys?



Engagement surveys are effective tools to gather insight into what matters the most to your employees. But, what you can measure by conducting these surveys, and what will the feedback allow you to do? Read on to discover five key reasons to measure employee engagement survey data:

- **To measure employee engagement**

The primary reason for engagement surveys is to measure the engagement level of your employees. Measuring the key drivers of engagement within your organization will allow you to assess whether your employees are engaged or disengaged. While there are no standard drivers of engagement, some commonly assessed factors are: advancement, recognition, pay and benefits, job role, training and development opportunities, leadership, work environment, etc.

- **To give employees a voice**

Engagement surveys are crucial because they give employees a platform for open feedback. It is an opportunity to establish two-way communication and involve employees in the development process by giving them a direct voice to the management team. Being actively involved in the planning process makes employees realize that they have a stake in the company and that their opinions are valued.

- **To increase employee engagement**

Post assessing the engagement level of your employees, you can then create an action plan to increase engagement. The information gained from the feedback will allow you to identify strengths and opportunities for improving engagement. You can develop an org-wide engagement plan or focus directly on the gaps. After identifying the necessary changes to implement, you can set priorities, determine resources and create a well-thought implementation plan.

- **To increase direct organizational growth**

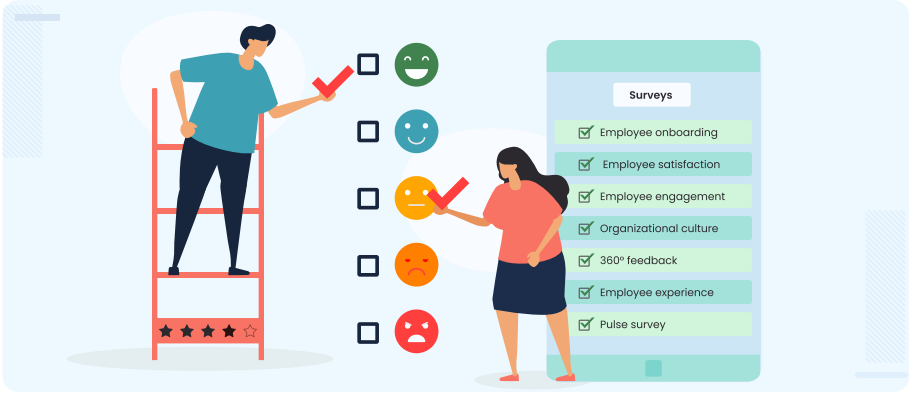
Measuring areas such as employee satisfaction, working environment, and management/leadership effectiveness will give you tangible objectives for change. For example, a specific department might rate very high on engagement and by analyzing the data you can gain insight into how they are achieving it and implement the finding throughout the organization.

- **To benchmark results for future**

Employee engagement survey data will allow you to set benchmarks for comparison purposes. You can look at the results and compare them with industry-specific data to gain an understanding of how your company is performing. [Benchmarking](#) will also allow you to identify whether any issues are specific to your company or are industry-wide. If the data present that only 20% of your employees are satisfied with development opportunities you can compare this to the results of other employers to see if this is a typical finding or one that requires improvement.



# The Most Common Types of Engagement Surveys Employed by Companies



## 1. [Employee onboarding surveys](#):

You should never underestimate the power of a thorough onboarding survey. Your new hires should have a clear vision of their job role, the company's business strategies, goals, and future plans. The survey is a great method to learn about the attitude and aspirations of your new workforce and let them learn about the company's culture and ideas.

## 2. [Employee satisfaction surveys](#):

These surveys aim to extract opinions that the leadership and HR can use to build a positive environment for the employees. The questions cover employee loyalty, the scope of growth, or any training opportunities. The assessment data will give detailed insight into how you can retain an employee and what encourages your existing employees to keep working for the company.

## 3. [Employee engagement surveys](#):

As the name suggests, [employee engagement surveys](#) help significantly in understanding the performance levels of your employees, and the reasons that catalyze them. The engagement survey data will show you all the positive and negative factors that are influencing the engagement of your

employees.

#### **4. Organizational culture surveys:**

These surveys are directed at gaining a comprehensive understanding of how well the employees understand an organization's culture and commitment to an organization. The surveys assess the level of team unity, bond with supervisors along with transparency about the business outcome.

#### **5. 360° feedback surveys:**

These comprehensive surveys are powerful tools to measure the internal relationships horizontally and vertically. The assessment data helps in getting a variety of perspectives on a particular employee's performance. 360 surveys gather feedback from different sources including team leaders, managers, peers, and self-evaluation.

#### **6. Employee experience surveys:**

Employee experience surveys must have a blend of open-ended questions and closed-ended questions to collect employee feedback that helps relate their experience. Employee experience can be measured at different milestones in an employee's lifecycle, like onboarding, training, and development, and also when an employee exits the organization.

#### **7. Pulse surveys:**

These surveys understand the pulse of the employees by assessing their state of mind related to their job role, communication and relationships, and the overall work experience. These surveys are shorter and quicker check-ins that help in predicting attrition and retaining the employees that are a flight risk.

# A Sample List for Employee Engagement Surveys Questions

If you fail to prepare well-crafted survey questions for your employees, you might risk creating confusion about how they feel. Furthermore, the data collected will now serve no value and you will have wasted precious time and resources for inaccurate results. Your survey goal should be to improve employee experience, but you can't do that if you don't have accurate details about their needs.

To help you get started on the right path, here are some sample questions for different types of employee engagement surveys:

## **Employee engagement survey questions to evaluate the onboarding experience of your new employees:**

**Why to conduct:** Measuring the alignment of new hires with the company's mission, culture and vision is an essential part of the onboarding process. Your new workforce must not feel confused about the business strategies and their job role.

1. Was induction useful to understand the organization better?
2. At the time of joining, your work must've been communicated to you. Is it in line with what you're doing?
3. Was the onboarding experience satisfactory?
4. Do you like your workplace and surroundings?
5. How has your experience in the organization been till now?
6. Were you able to have a conversation with your manager regarding your role?
7. Do you think the organization's policies and benefits are employee-friendly?
8. Have you been able to interact and bond well with the team?
9. Do you think your manager is readily available whenever you need his

her assistance?

10. What is the one thing you've experienced and you would want us to change that?

### **Employee engagement survey questions for your tenured employees to know what your employees think about the organization**

**Why to conduct:** The feedback to these questions will allow you insights to the existing state of mind of your workforce. You can measure and analyze how much they are aligned to the organizational goals and strategies. You can easily pin on the facts that your employees feel are lacking in the organization and its functioning.

1. Are you treated fairly by your superiors in the organization?
2. Do you feel your organization protects employees from discrimination?
3. Are you comfortable with the organization's culture and values?
4. Would you recommend this company to your friends & family as a company to work for?
5. If you were to leave this organization tomorrow, what would the reason(s) be?
6. Do you believe our organization has a higher purpose than money? If so, what do you think is our purpose?

### **Understand if your employees are happy with their managers**

**Why to conduct:** A healthy relationship between employees and their immediate managers is critical to building an engaged workforce. This insight will help significantly in understanding whether you need to implement more team building strategies, one-on-one interactions, or recognition programs to make employees feel motivated.

1. Are you satisfied with the frequency at which your manager communicates with you?

2. Does your direct manager give importance to your opinion?
3. Are you able to raise work-related issues with your manager freely?
4. Do you feel you can reach out to your manager to discuss work-related concerns whenever you want to?
5. Has your manager given you any recognition in the past month? How frequently are they doing it?
6. On a scale of 1 to 10, how respected do you feel by your direct supervisor?

### **Know if your employees like doing the work they are responsible for**

**Why to conduct:** If your employees do not feel attached to their job role/work, it will directly impact their productivity and quality of work. As a result, understanding how much your workforce believes in their work and feels a sense of responsibility towards it, is imperative. The assessment will help in building training and development plans, recruitment plans (if required), even internal relocations.

1. Do you feel your organization's policies and benefits are fair to you?
2. Do you have a clear understanding of your responsibilities?
3. Do you feel overwhelmed at work?
4. Do you have all the information and resources necessary to do your work efficiently?
5. Can we do anything to make your work smoother than it is right now?
6. Do you think your workload is reasonable for your role?

### **See if your employees are getting enough growth opportunities while working**

**Why to conduct:** It is important for employees to feel their organization encourages their personal growth too. Assessing if their skills and abilities are being used to their full potential or not is critical. If employees feel that they are not best suited to the assigned task or job role, it will push them to

take up opportunities that they feel more associated with.

1. Do you feel your work makes good use of your skills and abilities?
2. Do you feel the company provides support in terms of resources to help you in your career development?
3. Are you given the freedom to make decisions about how to do your work?
4. Does the organization motivate you to come up with innovative ways to do your work?
5. Have you accomplished any career goals in the last six months? If so, please write them down.
6. Would you like to receive any training from us? If yes, please name at least three areas.

### **Employee engagement survey questions to know if your employees feel comfortable in the team they are a part of**

**Why to conduct:** The goal of evaluating inter-team dynamics is to identify problems like unhealthy interpersonal relationships, feeling under-valued at work, feeling surpassed due to a teammate or manager. This data will help in building a healthy and happy work-environment that your workforce would love to experience everyday.

1. Do your coworkers have the skills and expertise to do their jobs well?
2. Do you think your manager or someone at work cares about you?
3. Do you feel comfortable voicing your opinion in the team meeting?
4. Would you refer someone to work here? Why?
5. How many friends do you have at work?

### **Know if you're making employee engagement efforts in the right direction**

**Why to conduct:** This assessment will help remarkably in measuring the impact of your efforts. It is crucial for employees to feel that their personal

growth is also an important part of the company's values and vision. Therefore, measuring the effectiveness of your initiatives will lay out clearly the workability of your initiatives.

1. Have you seen any positive change since we started collecting employee feedback? Name three of the most positive changes.
2. Do you think that day-to-day decisions here demonstrate that quality and improvement are our top priorities?
3. Are there some things we are doing great here?
4. Is there something else you think we should have asked you in the survey(s)?
5. Are we a better organization now than we were six months ago?
6. Name three processes that we can improve to make [company name] a better place for you.

### **Employee engagement survey questions for an exit interview**

**Why to conduct:** The aim here is to assess the overall experience of the employee during their tenure and identify possibilities to improve engagement and retention. Define your standards very clearly for the exit interview as these will help in improving culture, performance and tackle issues which need tending to immediately.

1. How was your relationship with your manager?
2. Did you get along well with your team members?
3. What was the biggest factor that led you to accept a new job?
4. Is there anything that will make you rethink your decision and make you stay?
5. Were you happy with your benefits, perks, and other incentives?

# What to do with Engagement Survey Data?

## Identify Gaps ● Upgrade ● Repeat ●

Engagement surveys provide you with enough data to take/upgrade initiatives and turn things around. Work together to develop a clear plan of action that can help improve the most important issues and use the data to shape your workplace culture, offerings, structure, mission clarity, or leadership approach. Once you have identified the skill gaps, communication gaps, recruitment needs, etc., it is time to revisit your employee engagement strategies. This is a great opportunity to help an employee excel in their current role or find a better-suited role for them within the organization.

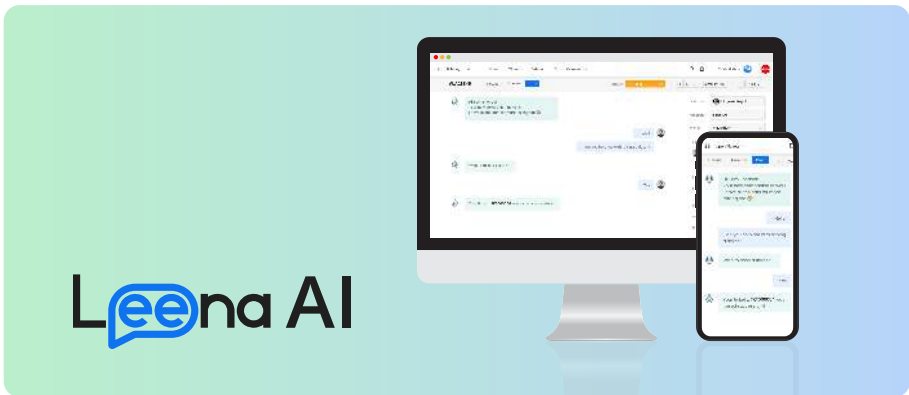
Engagement initiatives should not go unmeasured, the assessment data should serve as benchmarks for your future plans. HRs can now leverage new-age technologies that help measure the effectiveness of your engagement surveys and allow you to identify benchmarks for your future plans.

Read on to understand more about these remarkable engagement platform that front load the entire employee engagement plan for you.



# Leena AI – The Smart Way to Building Intelligent Employee Engagement Surveys

At Leena AI's we understand the need to upgrade your methodologies with time and thus we offer employee engagement surveys that are beyond just filling a form and checking some boxes. The employee engagement surveys are conducted in a conversational, and unintrusive manner where the chatbot interacts with employees in simple and human-like language.



- **Bridge communication gap** between employees and organization using **intelligent Voice of the Employee Engagement Software** backed by natural language processing and machine learning.
- **Reduce the cost and time** of your HR resources by offering a **single platform** that **gathers feedback, analyzes employee sentiments**, pins actions and plans them for you.
- **Save HRs time** in gathering data and offer them to select the most relevant survey **question from a question library designed by our subject matter experts**.
- Remove the hassle of purchasing and working on multiple softwares as it **can be easily integrated with your existing HRMS** and channels.
- Can easily **work on channels** your team is already familiar with, such as **Slack, Teams, WhatsApp** and many more.

- Work for **companies of all sizes** across the globe as we support **30+ languages**.
- Does not let HRs worry about data security with its **impeccable security standards** that are **GDPR compliant**.

### **What you do not need to worry about with Leena AI as your partner?**

- Dedicating a team to listen to employee issues in-person.
- Sitting down for hours and making sense out of feedback data.
- Intangible issues getting overlooked due to a manual process.
- Unstructured mediums for employees to share feedback.
- Managing tons of employee feedback data.
- Lacking insightful and actionable data for HRs to build their strategy on.
- Long and boring surveys pushing employees to drop in-between.

# The Simple Roadmap For Building Employee Engagement Surveys with Leena AI



Leena AI's mission is to equip organizations with interactive and innovative solutions to tackle day-to-day organizational challenges. Through our conversational, and unobtrusive employee engagement surveys, HR leaders can:

- Find unhappy employees
- Gather employee feedback
- Plan timely actions
- Improve employee happiness
- Reduce attrition rate
- Build and track engagement metrics
- Re-define organizational culture

# What Does Leena AI Do for You to Build Highly Effective Employee Engagement Surveys?

## Key Engagement Drivers:

Leena AI is trained to identify the key themes and sub-themes for your organization and how they impact employee engagement levels. These themes are management, organization, work, satisfaction, manager, growth and team. It assigns different weightage to each theme and tells you which themes to focus on more. It automatically creates actions on insights which have the highest impact on employee engagement.

## Sentiment Analysis:

Leena AI assigns sentiment scores to 7 primary themes and 48 sub-themes that primarily drive employee engagement. It gives you sentiment scores for each segment of your employees and helps you feel the pulse of your organization at any moment.



## Text Analytics:

Leena AI is equipped with natural language processing and machine learning. It analyzes all open-text responses right after your employees take

the survey. It, then, assigns sentiment scores to the topics and tells you what matters the most to your employees.

### **Action Planning:**

Leena AI immediately identifies comments about critical aspects such as bias, harassment, etc. It flags them out for taking immediate corrective action.

### **Attrition Prediction:**

Leena AI uses sentiment analysis and text analytics to identify employees who are unhappy and can leave the organization. It creates automatic action plans to retain those employees and empowers the leaders to minimize attrition.

An employee engagement software helps you discover hidden employee insights and lets you pull the right engagement drivers to ensure maximum employee engagement. The method guarantees valuable insights that would build the foundation for an effective and high-yielding development plan for your organization.

[Explore Now](#)

## To Sum Up

Businesses across the globe are now prioritizing employee experience as much as customer experience. Happy employees indeed add to the revenue numbers. Therefore, adopting and adapting to new methods of employee engagement is necessary. Traditional employee engagement surveys are tedious and time-consuming. It is time to embrace an all-new and smart alternative that is quick and gives real-time results. Customized and interactive surveys that run on tablets and smartphones are taking over the old methodologies of conducting annual surveys. These intelligent surveys are quick, efficient, emotion sensitive, interactive and analytical on their own.

If you are struggling with engagement surveys and tracking the results, it's time to approach your management with an improved and innovative idea. Leverage the advantages of new-technology that persistently surprises the world with its smart solutions.

[Connect with us Today!](#)

# FAQs

## **What is an employee engagement survey?**

An Employee Engagement Survey gauges the level to which employees feel engaged to the company through a series of questions. Conducting employee engagement surveys is essential in determining whether or not your employees are happy with the organizations, its goals, and its work culture.

## **How to conduct employee engagement surveys?**

Here are 11 simple steps to follow to build effective employee engagement surveys.

- Know the purpose
- Draft thoughtful questions
- Capture the interest
- It's a teamwork
- Don't rush employees
- Encourage employees
- Keep it anonymous
- Analyze the results
- Communicate the results
- Take thoughtful action
- Measure progress

## **Why to conduct employee engagement surveys?**

Some of the most common reasons why you must conduct employee engagement surveys include:

- To measure employee engagement
- To give employees a voice
- To increase employee engagement
- To increase direct organizational growth
- To benchmark results for future

## **What is the purpose of an employee engagement survey?**

- To measure the existing level of communication
- To identify the training gaps and needs
- To measure if your employees feel valued
- To single-out and eliminate any bias in the system
- To help employees feel heard and recognised

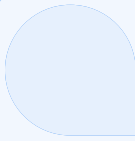
## **What are the main themes for building employee engagement surveys?**

Seven fundamental themes to build employee engagement surveys consist:

- Management
- Organization
- Work
- Satisfaction
- Manager
- Growth
- Team

[\*\*Visit Leena AI's Engagement Surveys Now\*\*](#)





**Leena AI**

---

**Looking to build intelligent  
employee engagement surveys?**

**Talk to our experts today!**