

Employee Survey Frequency: HR Solutions' Best Practice

While organizations have different needs, when it comes to survey frequency, approximately sixty percent of our clients complete an annual employee survey, which, not by accident, is our recommended Best Practices.

There are three core benefits for conducting an annual employee survey:

1. It links the survey to the manager's annual performance appraisal, thereby ensuring accountability.
2. It establishes a connection between the survey and management bonuses, thus aligning rewards with positive outcomes.
3. It fosters a culture of continuous improvement, which promotes and rewards new opportunities for improvement, efficiency and productivity.

Another twenty percent of HR Solutions' clients complete a company-wide employee survey approximately every 18 months. This timeline is ideal for organizations that have never surveyed or have not surveyed their workforce on a regular basis i.e., in the last two years. Organizations that have never asked, or not consistently asked their employees for feedback, benefit from using a more comprehensive instrument which "casts a wider net". As a result, there is more "low hanging fruit" which the organization can act upon.

Using the same comprehensive instrument, the second time, provides a 100% match between the baseline and

follow-up survey to determine where progress is being made, while offering sufficient time to develop robust action plans. Subsequent employee surveys can move to smaller instrument (HR Solutions' Short-Form or Sweet 16™) and a 12 month cycle.

The remaining twenty percent of our clients complete an employee survey on a schedule which exceeds every 18 months. Extending surveys beyond 18 months is not recommended since it raises serious questions regarding the validity of the historical comparisons. Not only do clients lose the value of their historical data (the best benchmarks), but lengthening the survey timeline sends a message that the organization does not place a high value on two-way communication.

A longer time period between surveys also leads to less accountability for managers; since accountability is the key ingredient to initiating change, this delay constitutes a major survey-related mistake. Think about it. If a manager who scored low on supervisory-related items or whose groups' results exhibited a dearth of engagement/satisfaction, how seriously do you think he/she will take the feedback, and act on it, knowing that the next survey measurement is far off on the horizon?

Where does your organization fall on the Employee Engagement time line?