



Employee Surveys

You want employees who are fully engaged, take pride in their work, perform at a high level, and are actively involved in moving the organization forward. Employees want a workplace where they have a sense of belonging and a feeling of accomplishment; where they enjoy coming to work and feel good about what they do.

Company culture is not only top-down – inspired by management – it is also a reflection of employee morale. Employee attitudes are communicated to customers or members, even if only indirectly. By better understanding employees – their experiences, attitudes, and aspirations, you can make substantial improvements to the workplace environment, improve employee satisfaction, get everyone pulling in the same direction, and improve the customer experience.

Employee surveys must be conducted independently and anonymously by an outside firm. Employees must be confident that their answers are confidential.

A confidential Employee Survey is a great tool for assessing the current workplace culture and environment across the many factors that influence employee attitudes and performance:

- Job Satisfaction & Job Skills
- Physical Environment & Workplace Safety
- Commuting Patterns & Teleworking
- Organization, Culture, Atmosphere
- Workplace Discrimination
- Compensation Package
- Training & Career Development
- Manager Evaluations
- Respect for Senior Leadership
- Awareness of Mission
- Opinion of the Service the Organization Provides
- Internal Communications

Depending on company size and structure, survey results may be segmented by department and staff level, and by location if you have multiple locations.

Employers are often hesitant to conduct an employee survey because they think it is only an opportunity for employees to complain about compensation. However, compensation is only one of the numerous factors explored, and in our experience, usually isn't the top concern of employees. If employers want the information, but don't want to introduce compensation into the conversation, questions about compensation can be omitted from the survey and employees told the survey is about workplace conditions.

For more information, contact Brad Rucker:

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