

# What if I'm overwhelmed by surveying?!

## 6 pro tips to ease the worry

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a guide from

## Measuring Connectedness & Culture

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**Employee  
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## Why don't 25% of HR pros survey employees? One big reason: It can be overwhelming!

That's what they revealed in the recent [HRMorning's masterclass Measuring Connectedness & Culture](#) done in partnership with Workplace from Facebook.

Fortunately, Hillary Champion, Director of People Growth at Facebook, offered six best-practices that can help HR pros – whether you're a survey novice or veteran:

### **Pro Tip 1:**

#### **Understand values**

Understand what your company values and what you can do to stay aligned with the values.

Survey questions and follow-up actions should reflect what's important to the company and its employees.

### **Pro Tip 2:**

#### **Focus first**

Pull together a focus group to get a feel for employees' current experiences, what they like and what concerns them.

Their insight will help you focus on areas for improvement.

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### **Pro Tip 3:**

#### **Be flexible**

You'll want to be able to change questions, directions and the set up of surveys over time in response to changes in your company and culture.

### **Pro Tip 4:**

#### **Test the survey**

Pull together another focus group to take your survey before you send it out to all employees.

They can gauge if the survey is clear and the topics are timely and helpful for them.

### **Pro Tip 5:**

#### **Focus on 3 areas**

Focus on three areas when you want to gauge sentiment on culture and connectedness: company, relationship with boss and employee experience.

Ask questions in one or all three areas.

### **Pro Tip 6:**

#### **Avoid 'and'**

Champion said this is one of her biggest tips for great survey questions: Throw out any that involve the word "and."

For instance, "Do you feel motivated and valued by your boss?" It doesn't work because, what if an employee doing the survey feels motivated but not valued?!

Stick to one idea in each question.