

# Turning survey results into actions



The survey has been completed, you have your results. What next? It has been found time and time again that it is imperative to act on the results of a survey; neglecting to act on feedback which employees have spent time and effort giving is proven to undermine engagement levels. In fact, doing nothing as a result of a survey can be more detrimental than if you hadn't conducted the survey in the first place! However, it can be an overwhelming task when looking through all the charts and comments you often receive in survey reports to actually do anything with them. This factsheet has been designed to help you with the action planning process post survey.

It is important to note that there is no ideal action plan or specific action planning process – each team is unique and so the action planning process should be driven by their specific needs, requirements and skills. Having said this, there are a number of key suggestions that can be used to help you get started:

- 1. *Communicate the results*** – publicise the key organisational results and what changes will be made. Make it clear that you will involve employees in the follow-up process and that their views provided in the survey will make a difference. You could do this by a poster campaign, email newsletter, company intranet, company briefings etc but however you choose to do it get the message out to your employees that action will follow and changes will be made to make the company better, targeting the issues that are important to them.
- 2. *Involve Employees*** – in order to ensure that employees get involved, get teams together, perhaps in focus group style sessions, to explain why you ran the survey, what engagement means and present the results.
- 3. *Get talking*** – employees within their teams should discuss the overall results and get talking about what they mean to them. Managers could facilitate this or external consultants could be used. Employee Feedback are very experienced in facilitating post survey workshops, which really get teams talking and working on the issues important to them.
- 4. *Target areas of greatest importance*** - it is important at this stage to work through the team results and discuss the areas that should be focused upon. The team should select around three areas to focus upon for subsequent action.
- 5. *Generate solutions & plan*** – once the key areas have been decided upon, employees should then make suggestions within their teams as to ways to solve these issues. Discussion around this should be non-judgemental and participation should be encouraged. Teams should generate their own action plan. Goal setting is so important to ensure that tasks get completed; therefore actions should be specific, measurable, attainable, realistic and timely. It is most important to ensure that team members take responsibility for seeing through the actions, driving forward the change that is important within their team.
- 6. *Regularly review plans & support employees*** – it is vital that plans are revisited, updated and completed as necessary. The momentum needs to be maintained and support for employees needs to be fostered so that they feel they are equipped to be able to drive through the changes they really want to see.

If you are thinking that this sounds like a great deal of work, then you are not wrong, so let's just have a quick reminder of why you should bother. It has been found that should an organisation fail to act on the findings of a survey that follow-up surveys show a decrease not only in subsequent survey participation but also in engagement levels more generally. By implementing a process similar to that outlined above, employees feel listened to and feel empowered to help make the changes that they feel are important to them. This will improve employee engagement levels, which, as research shows, can directly affect your bottom line.

For more information on action planning after surveys, specific guidance on how to make the most of each of the stages mentioned above, or for quotes for facilitation of all or part of the process, please contact us.

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