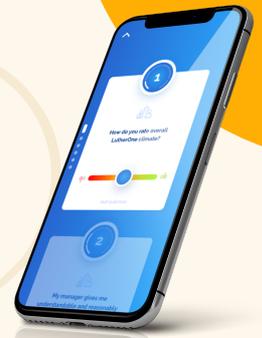


# Communicating an Engagement Survey Launch: *a cheat sheet*



Communication is key when it comes to launching an engagement survey. Staff need to understand the purpose, process, and benefits of participating in the survey. In this cheat sheet, we'll cover the key elements that should not be forgotten when communicating a launch of an engagement survey. From the guarantor to the outputs, we'll provide tips on how to effectively communicate the launch and ensure staff are motivated to participate.

## GUARANTOR



The initial information should come from the «sponsor» of the survey, ideally a member of top management, to ensure the survey has the appropriate weight and credibility for staff.

## PURPOSE AND OBJECTIVE



Clearly communicate why the continuous survey is being introduced, what it is intended to help, and the benefits for both the organization and employees. Provide an overview of the tool's simplicity, speed, security, and anonymity, as well as the freedom to express opinions on a range of topics.

## ANONYMITY



Assure staff of data anonymity and explain how it is ensured. Let them know that responses are anonymous, and that results are only displayed if there are at least three respondents in a given team or group of employees. In no case is it possible to link specific responses to specific people.

## OUTPUTS



Communicate the opportunity to learn about the results and what outputs staff will be able to access afterwards. This will increase motivation to participate and also help staff see the impact of their feedback on the organization.

## IMPLEMENTATION + DEADLINES



Provide an overview of the practical process, including how to get involved, what will happen and when, and who is their «liaison» if they have questions or need something addressed. Communicate deadlines for survey completion and when results will be shared.