



Employee Attitude Surveys

Employee attitude surveys let organizations find out how employees feel about aspects of work life. They can ask about the thoughts, feelings, attitudes, opinions, needs and desires of employees.

HOW TO SET UP 20/20 INSIGHT GOLD

20/20 Insight GOLD can gather input from either a few individuals in a specific department or the entire employee population. Here's how to set up the project:

Subject. Respondents will give feedback about the organization or a sub-element of it – a team, a department, a division, or a region. Or, the subject of feedback could be about something coming in the future: a new product or service, a policy, or a program – such as changes in a 401K plan. Aspects of the organization – not individuals – are assessed.

Number of projects. The simplest approach is to set up a single project with all respondents included in that one project.

Respondent relationship types. For organizational surveys, respondent types are used to cluster and report employee responses. What breakouts will be most meaningful? Some common respondent relationship types:

- Employee level (vice president, manager, supervisor, employee, etc.)
- Employee position (engineer, administrative assistant, payroll clerk, etc.)
- Department (Engineering, Accounting, Human Resources, etc.)

Surveys. The survey "Organizational Climate" has several categories that may be used in an employee attitude survey—e.g., Communication, Employee Involvement, and Rewards and Recognition. Discuss standard items with stakeholders to determine which will best draw out the desired feedback.

Open-ended questions. To get employees' thoughts, consider questions such as:

- What do you like best about . . . ?
- What would you most like to see improved . . . ?

Scales. Select the scale that best aligns with the items in the survey. The "Agreement" scale works well with most survey items.