

Employee Engagement Survey Communication Plan

Before launching Employee Engagement Survey, you should have a plan to communicate the goals, and intentions with senior leader, executive team, managers and employees.

Communications Prior to the Survey

Senior leader and HR (and/or consultant) should meet with executive team and management to discuss commitment to the survey process, timeframes, and expected benefit. The goal is to gain buy-in and realistic expectations.

Senior leader should outline their personal commitment to the Employee Engagement Survey and what it means to them, why it matters, and how it will benefit the organization and its stakeholders.

Implementation plan should be shared, including expectations for executive team and management.

Introductory Email to ALL Employees

Before sending the actual survey invitation email, the senior leader should communicate the plan to all employees in a personal email. The email should be send one week prior to when the survey is scheduled to begin.

It should:

- Explain why the survey is being conducted
- Explain how and when the results will be shared
- Provide timeline
- Emphasis anonymity and confidentiality

Immediately After the Survey – Thank you Email

- Thank employees for their time and openness
- If response was high, acknowledge (i.e. with your help we had 90% participation)
- Keep tone of message positive
- Let employees know when and how results will be shared

Sharing Results

- Be fair and honest about what you share
- Use discretion with what you share and how much you share
- Keep a good balance of the positives and negatives

Communicating the Action Plan

- Create Action Plan Matrix

Area of Focus	Objectives	Actions	Responsibility	Outcomes	Timeframe	Status

- Make sure senior leader, executive team, and managers are on the same page and supportive of the Action Plan
- Share the Action Plan with ALL employees

On-going Communications

- Update and create visibility for your goals and action plan
- Discuss progress and barriers to performance
- Ask team members for their opinions and ideas
- Share discoveries and best practices
- Recognize employees