

## 10 Steps for a successful implementation of the 2DAYS MOOD employee survey

**In order to complete a successful employee survey, with a high participation level and the motivation of your employees, a solid preparatory phase is necessary! Follow these 10 steps for the perfect preparation and a good start.**

### 1. Set clear and relevant goals

The first step is to set a goal. Ask yourself the question: 'Why is necessary to initiate a survey?' and 'What would I like to accomplish with it?'. This goal often derives from the need to stimulate change and improvement through insight. What change would you like to see? Is there insight needed on the status quo or other problems? On an organizational level, or even on location-, department-, or team-level? It is crucial to have a clear goal in mind and to make this a component of your communications. The goal, or the varying goals, should be clear and relevant to all employees of all layers in the organization. Why should the employees care for the survey? And more importantly; what do they gain out of it? When employees understand why they are participating with an employee survey, you will see a higher participation level.

### 2. Turn management into ambassadors

It is important that management and the board of the organization recognize the importance of engaged and happy employees. They have an exemplary status. If they do not stand behind the survey, it will be difficult to get the whole organization motivated and to get the time and space for it. Therefore, engage decision makers and other people in key positions as early as possible in your process.

### 3. Involve all your shareholders

Support on multiple levels is of critical value! Make sure that the survey gets talked about at the workspace even before it starts. In order to do so, define your various stakeholders. Who needs to be talking about this survey with enthusiasm? Which people have a deciding or influencing role when it comes to 'informal spreading of information'? Involve these stakeholders in the beginning stages of the survey as well. You could set up a multidisciplinary project group, consisting of representatives of the WC, a few managers of various departments, and employees with an innovative, open, and social character. Beware! The employee survey could fall under the European Work Councils. Making it even more important to get the WC on your side (and excited) as quickly as possible. This will positively influence the support amongst the employees.

### 4. Create a communication plan in which the target groups are centralized

Hopefully, you know have a clear idea on what you want to achieve with the survey and the necessary people to involve. The next step is about a communication plan. Which



are the best channels to reach your target groups with? Newsletter, intranet, townhall, posters, letters, internal screens, WhatsApp groups, presentations, team meetings? Think about the relevancy of a different message for a different target group. A manager would get motivated by hearing how it can help him guide his team better. Whereas an employee would like to hear how he or she and the whole team are important, and that their opinion matters. Both inside the team and the entire organization. What do you communicate? 1. The goal – Why do we do this? 2. The approach – How does it work and what is expected of the employee? 3. What does it look like and what can be gained (specifically for the target group) 4. What does the bigger picture look like? When do you start and how/at what timeframe will you give feedback?

**Tip:** Use the added communication template of 2DAYSMOOD for the introduction of the survey and make use of the WC as a communication channel. Have you not (yet) received the 2DAYSMOOD communication template? Then you can send a mail to [info@2daysmood.nl](mailto:info@2daysmood.nl).

## 5. Create a safe environment

Ensure that employees can give their honest opinion. Without embarrassment or the fear of consequences. For this it is crucial to create a safe environment. Take on an open and approachable attitude as an HR, manager or board member, and clarify that there are absolutely no negative consequences on giving honest feedback. Explain the value of constructive feedback and what will happen with it. Without feedback, no positive change! *"Feedback is the breakfast of champions" - Ken Blanchard*

## 6. Emphasize on anonymity and trust

Privacy is of utmost importance at 2DAYSMOOD. To get accurate survey results, it is important that the employees answer the questions honestly. Emphasize regularly that the survey is anonymous and safe to fill in. Explain to the employees that the answers on organizational and team level cannot be traced back to an individual. After all, groups have to consist of at least 5 people for data to be analyzed can be made visible. The data on a personal level can only be seen in your own personal dashboard. The employee creates their own password for this dashboard. This data can, therefore, not be shared with a manager or colleague.

## 7. Determine who gets access to the data

How transparent do you want to be as an organization? Who gets access and can analyze the anonymized data in the online dashboard? Oftentimes, managers get access to the online dashboard with insight on the data of their own department(s) or team(s). You can also choose to give them access to all the data of the whole organization. Enabling the comparing of their own team with other teams or departments. For employees with no managerial position, the following options can be considered: 1. no access to the dashboard, 2. access to the dashboard with only their own team data, 3. access to the dashboard with all the results. The personal dashboard is separate from all of this and is always accessible to an individual employee. (It could also be deactivated)



**Tip:** Want to give your employees access to all the organizational data? That is a nice transparent initiative! We do advise you to only give the managers access to the full dashboard at first. That way, managers can interpret the data and get a picture of what might be going on at the work floor. It can be quite frustrating for a manager to be confronted by an employee with data that they haven't analyzed yet themselves. After a couple of weeks, when the managers are more familiarized with the data and somewhat prepared for a feedback cycle, the employees can be granted access as well.

## 8. Plan a moment to discuss the data

During the preparatory phase of setting up the survey, it is crucial to think one step ahead already. What will you do once the results have arrived? Make sure to have a plan set up for presenting the results with all the layers of the organization. At the very least, set up a meeting with the board on a date soon after the delivery of the first results. The first results are usually derived from a baseline measurement. These are always discussed with management. You can also decide to organize a gathering for supervisors, or all employees. This can have a positive effect on the support within the organization and the answer percentage for future measurements. Afterall, if you are giving feedback, it is only natural to want to know what is being done with it! This gathering could also be the perfect setting to explain and stimulate the employees on any future courses and measurements that need to be taken.

## 9. Stress that everybody is responsible

Not only HR, but every member of the organization is responsible for his or her job satisfaction and indirectly for that of his or her colleagues. No matter what function you have. Make it clear that adopting a wait-or-see attitude does not contribute to a pleasant and productive working atmosphere. Strive to jointly implement improvements and start initiatives for that positive organizational culture. Encourage employees and managers to open and discuss the weekly team report from the start.

## 10. Do the checklist

Are you sure that you have done all the preparations for the start of the employee survey? Feel free to call your 2DAYSMOOD contact person and do a checklist together. Is it clear when and what survey will be sent? Does 2DAYSMOOD know who is the main account manager from within the organization? Do you have more questions? Then you can always call or email us. We are happy to advise you on effective ways to continue with 2DAYSMOOD and fun and smart tips from practice.

