

STAFF SURVEY EXAMPLE QUESTIONS

Vision, strategy

Do you know what **'s vision is?

Do you know what strategy ** is using to achieve it?

Do you feel connected to the strategy and direction of the business?

Are you involved and regularly updated about progress?

What would you like the ** vision/strategy to be? (What would you like ** to achieve?)

Fulfillment, reward and recognition

What do you like most about working at **?

What do you like least about working at **?

Do you like the current rewards/bonus/recognition system? (Is the reward important/valuable to you?)

What reward/bonus/recognition system would you prefer? (What would really motivate you?)

Do you think you are rewarded enough?

Do you feel important to management at **? (Any particular situations when you do/don't?)

Measuring your happiness and performance

Are you totally happy working at **?

How could ** make your life better?

Do your KPI's motivate or depress you?

Do you think your performance appraisals and KPI's are a true measure of the value you add to **?

Are there any specific KPI's you dislike, don't agree with or find inappropriate?

What would you like to be measured on?

What do you think is most important to your customers?

What would customers like ** staff to be measured on?

Culture and communication

Does ** have a great culture and atmosphere? (Can you describe it?)

If you think the culture needs improving explain why and how you think that could be done?

Is management approachable and easy to talk to?

Do you feel management listen to staff? Does your opinion matter?

Is there a real sense of team?

Do you ever feel in the dark about what's happening (is there speculation)?

Customers

How do you think customers feel about **?
Is there anything that really peeves them off?
Is there anything that they really love?
How could they be better served?
Why do you think they choose **?
What do you think makes customers leave **?

Passion, your skills and loves (what is your croc?)

Why do you work at **?
Is this job your passion?
When you were 12 years old, what would you spend hours doing and not notice how much time had passed (reading a book, sport, chatting to friends)?
What would your dream job be?
Can you transfer any skills/hobbies from that dream job into your current role?
What are your best skills?
What skills do you love using?
If you were to leave ** and were then hired back on a consultancy basis, what would you be consulting about?

Responsibilities – what little beauties do you want to have a go at?

What would you love to organize/do/set up at **?
What would you love to do that would best use you skills?
Are there particular tasks you'd love to do/things you'd love to be in charge of?
If you were the boss what would you change?

Unique selling points (USPS)

What do you believe is **'s USP?
Do you think ** is really different from competitors?
How would you like to see it be more different? In what way?

Ideas

What would you like to see happen at **?
Do you have any ideas about improving, changing or developing:
 🕒 Products?
 🕒 Services?
 🕒 Work conditions?
Any other ideas you have?

Your say

Describe any other problems, issues, concerns or ideas you have about any aspect of **