

Creating a pulse survey

&frankly can be adapted to your organization's needs and goals. Here you can read best practices if you are about to create your own survey and questions



STEP BY STEP

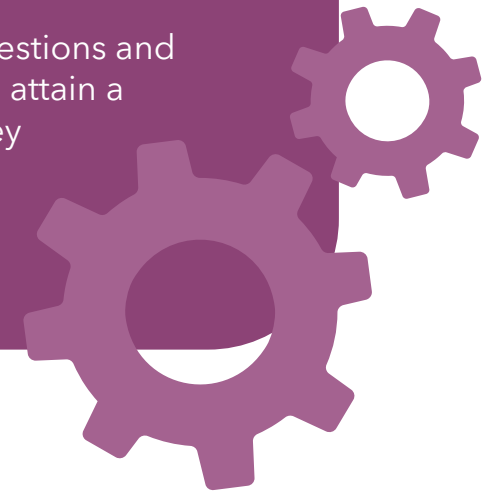
Relevant questions generates valuable data

Sending surveys that are relevant to the employee is important for several reasons. Partly to get a high participation rate and to create a positive experience for your managers and employees.

Start small with a few questions. If you send too many questions at once there is a high risk that you don't have time to follow up on the results. Ask questions within your circle of influence so you as a leader can make an impact together with the employees.

Building your own pulse survey step-by-step:

- Be aware of the purpose of the survey. What would you like to achieve? How will you follow up on the result?
- Set the theme for the survey
- Pick 5-7 questions from the library
- Combine broad questions and detailed questions to attain a comprehensive survey



STEP-BY-STEP

3 tips when creating questions

- Keep questions within your circle of influence
- Avoid being too formal, use a language everyone recognizes
- Don't ask a question that touches upon several topics if you only allow for one answer



TOOLBOX

Checklist for a good set up

- ❑ **Sharing results:** Make space for sharing and discussing results between surveys
- ❑ **Suitable frequency:** Allow the result to mature before a follow-up survey
- ❑ **Relevance:** Consider which surveys are relevant on a organizational level versus on a team level