

Welcome!

The webinar will begin shortly...

3:00
minutes

until the webinar starts

While you wait, here are some fast facts about HR outsourcing:

Companies that outsource HR to a professional employer organization (PEO) are **50% less likely** to go out of business.



The webinar will begin shortly...

While you wait, here are some fast facts about HR outsourcing:

2:00

minutes

until the webinar starts

Companies that use a professional employer organization (PEO) are **28% more satisfied** with their available selection of employee benefits.



The webinar will begin shortly...

While you wait, here are some fast facts about HR outsourcing:

1:00

minute

until the webinar starts

G&A Partners has an average Net Promoter Score (NPS) that is **35x higher** than that of the HR outsourcing industry.



Before we begin...

We are recording this webinar. The on-demand recording will be available on our website by the end of the week.

This webinar has been pre-certified by the Human Resources Certification Institute (HRCI) and The Society for Human Resource Management (SHRM) for one hour of HR general recertification credit.

If at any time during the presentation you have a question that you'd like us to answer, please send it to us using the "Questions" tab in the GoToWebinar menu bar.

About G&A Partners

G&A Partners delivers world-class HR solutions that help build thriving businesses and make a difference in the lives of the clients and employees we serve.

G&A Partners has a local presence in the following markets:





Everyone Wins: How to Meet the Wants and Needs of Your Workforce



Poll Question

Employee Engagement

Engaged employees are ____% more likely to show up to work.

- a. 22%
- b. 35%
- c. 41%

Poll Question

Employee Engagement

Engaged employees have a ____% higher productivity rate.

- a. 12%
- b. 17%
- c. 25%

Today's Learning Objectives

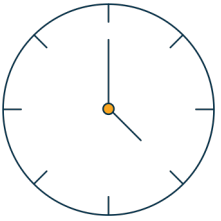
You'll Learn

- Survey best practices to keep in mind
- What types of surveys are available and how to design the right one for your workforce
- How to set goals for your survey's outcome
- What to do with the results after the survey closes
- Ideas for making big changes on a small budget



Survey Best Practices

Survey Best Practices



Timing and Frequency

- When to survey your employees
- How often to repeat the survey



Determine Your Survey Strategy

- Establish the survey work group



Clearly Defined Goals

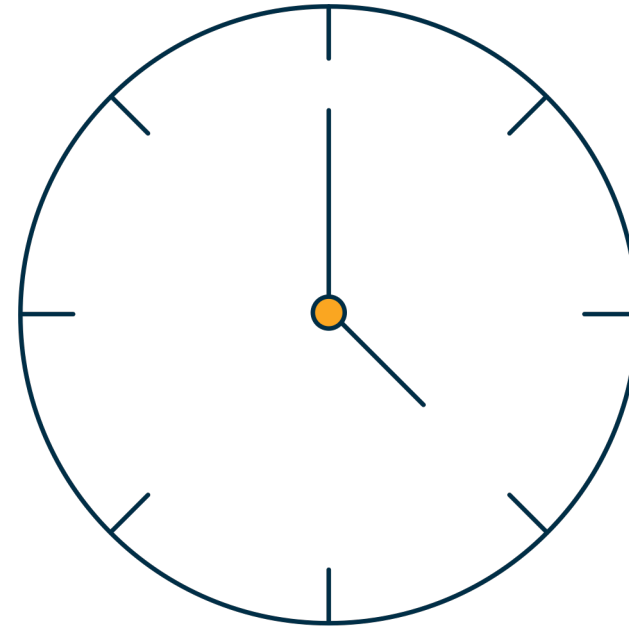
- Ensure alignment on the goals and outcomes for the survey

Timing and Frequency

Best Practice

SHRM recommends avoiding surveying during times that may negatively or positively skew the data:

- During holidays
- Major company changes like a merger or layoff
- Right after bonus season
- End of a high-stress period



Society for Human Resource Management. (n.d.). Retrieved February 15, 2022,

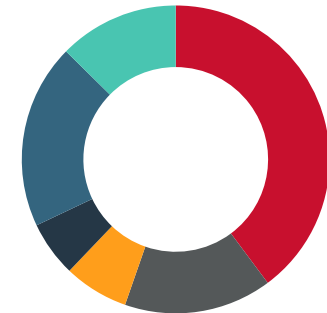
from <https://www.shrm.org/resourcesandtools/tools-and-samples/toolkits/pages/managingemployeesurveys.aspx>

Best Practice

Before administering an employee survey, establish a working group that includes a cross-section of employees and leadership.

Tips for selecting the workgroup:

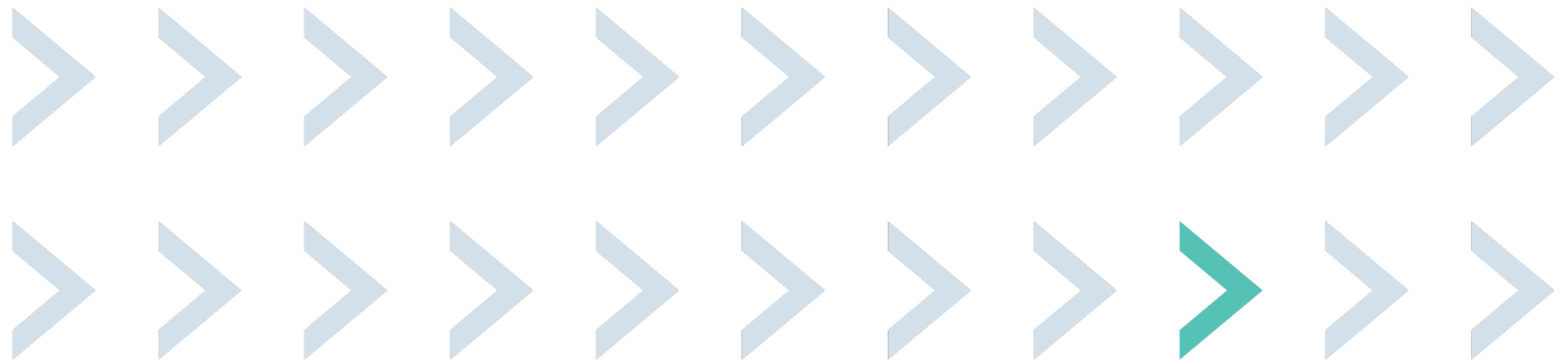
- Excellent communicators
- Well organized and self-disciplined
- Highly organized
- Knowledge of project management principles or exceptional project manager
- Proactive
- Good at listening
- Willing and eager
- Able to maintain confidentiality – crucial!



Best Practice

Establish clearly defined goals and outcomes:

- Define the “Why” you are collecting the data
- Understand how your organization will use the data gathered
- **CRITICAL:** Ensure confidentiality in the survey process





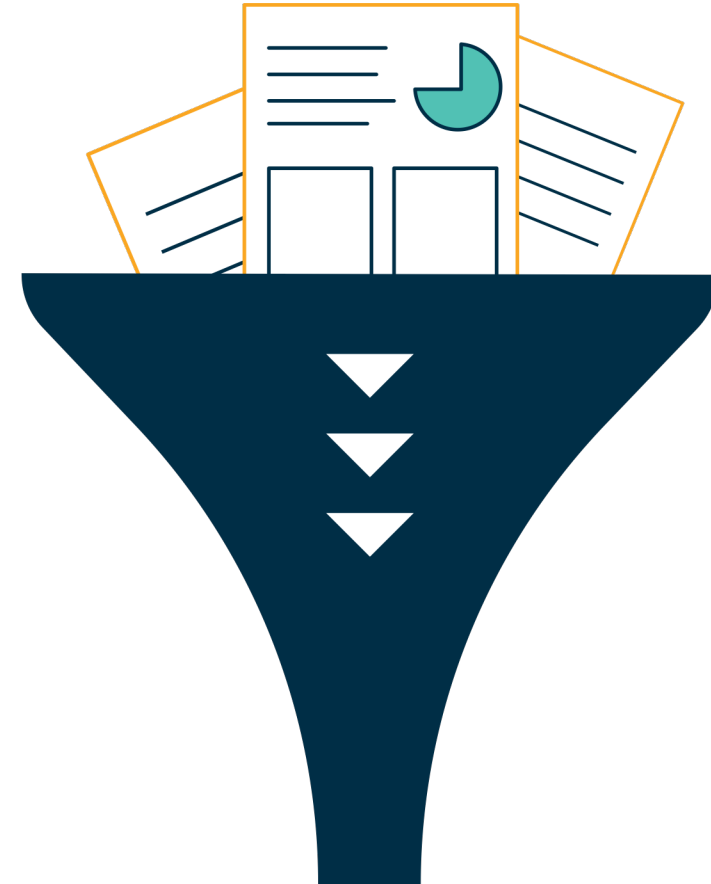
Types of Surveys and Survey Design



Survey Types

Select Based on Company Objectives

1. Employee Engagement
2. Employee Attitude
3. Employee Satisfaction
4. Employer Improvement
5. Employee Onboarding
6. Organizational Assessment/Culture
7. Employee Benefits
8. Professional Development
9. Employee Exit



1. Employee Engagement

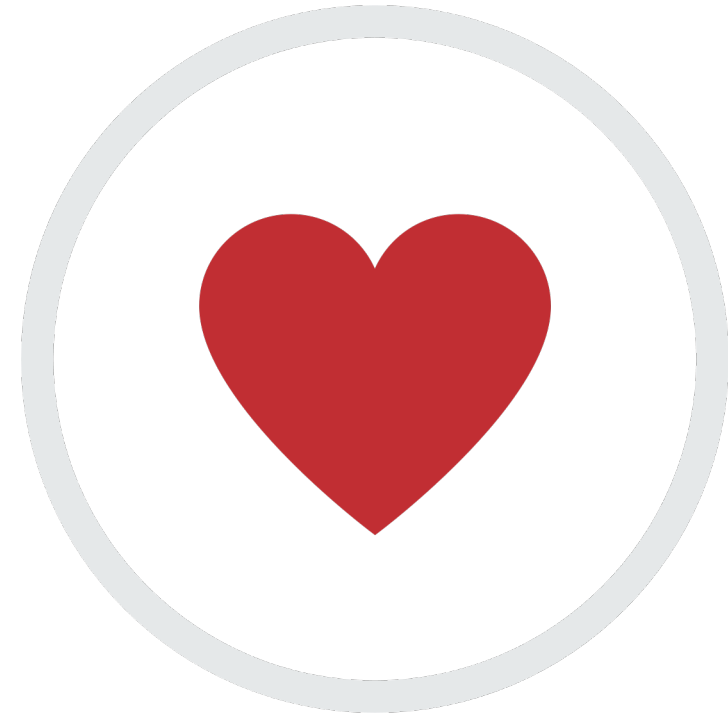
- Measures how connected employees feel to:
 - Their jobs
 - Colleagues
 - Management
 - The company
- It also measures
 - Commitment to their roles
 - Alignment with company values
 - Support for senior leadership



“Does the company’s mission/vision inspire you?”
“Do you find your work to be meaningful?”

2. Employee Attitude

- Gauge the overall mood of your workplace
- Identify problems with company culture
- Uncover gaps in information or resources



"I always get constructive feedback about my work."
"I feel that my work is appreciated."

3. Employee Satisfaction

- Gather insights about specific aspects of the company such as:
 - Compensation
 - Benefits
 - Workload
 - Schedules
 - Company policies
 - Workplace diversity

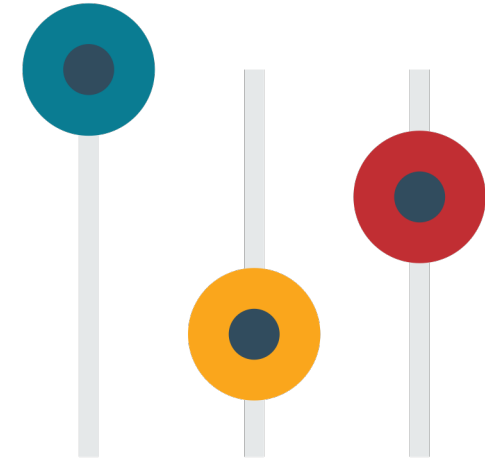


"I feel satisfied with my compensation."

"I would describe my workload as difficult."

4. Employer Improvement

- Allows employee to provide constructive criticism, which can be used to:
 - Identify weaknesses
 - Improve organizational processes
 - Improve the overall employee experience



“My manager communicates clear goals for our team.”
“Our company offers workplace flexibility.”

5. Employee Onboarding

- Allows new hires to:
 - Provide feedback about the onboarding process
 - Request additional resources they need to ensure a smooth integration

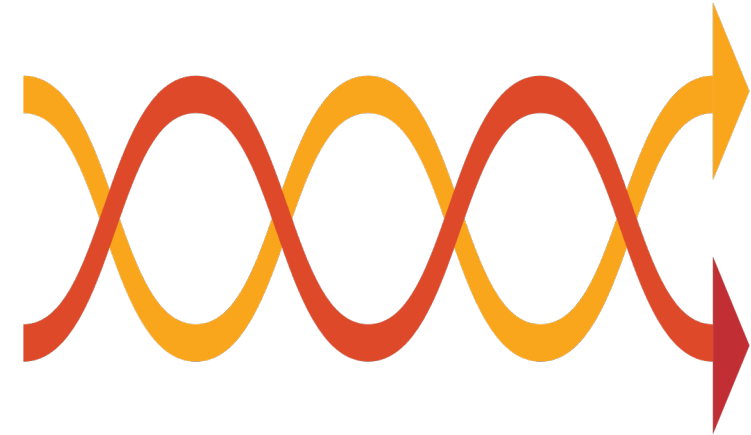


"I feel welcomed by this company."

"What's one thing we could have done differently to improve your onboarding experience."

6. Organizational Assessment/Culture

- Focuses on understanding how employees view their workplace environment globally



“Do you feel comfortable sharing your ideas with your peers and team leaders?”

“Describe the company’s culture in three words.”

7. Employee Benefits

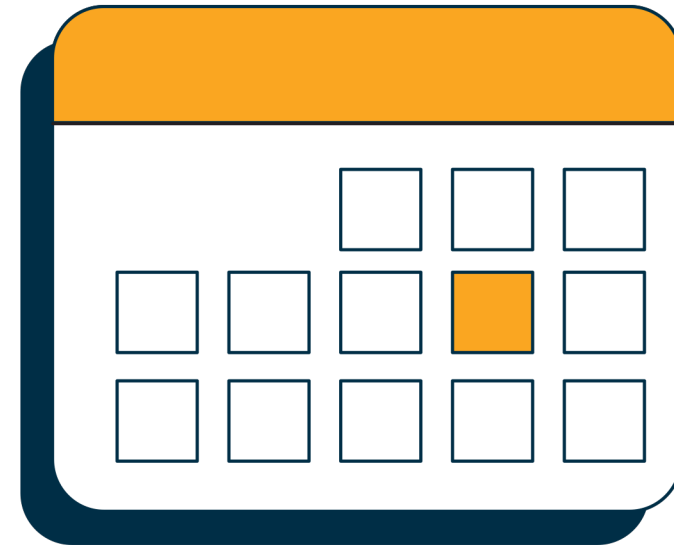
- Feedback that helps your organization tailor benefit plans to meet employees' needs



“Are you satisfied with the company’s healthcare package?”
“Are you satisfied with the wellness benefits in place?”

8. Professional Development

- Asks employees if they feel they're provided with proper training and development tools to advance their professional career goals



“I can see a clear career path in this organization.”

“I have sufficient opportunities for professional development.”

9. Exit Interview

- Can provide powerful insight into your company's culture and help you pinpoint problem areas



"Why are you leaving?"
"How could your departure have been avoided?"



Survey Thought Questions

When You Participate in Surveys...

- Did you understand the purpose of the survey?
- Did you receive transparent feedback about the survey results?
- Was a plan of action to address survey feedback shared with you?
- Were you communicated with on a regular basis about the status of the action plan components?

Designing Your Survey

Designing Your Survey

- Keep it short and straightforward
- Avoid “double-barreled” items
- Ask the correct type of questions
- Use neutral statements
- Seek actionable results
- Utilize a numerical scale (e.g. 1 to 5)
- Determine how to keep the survey anonymous





Setting Survey Goals



Survey Goals

Answer the “W” Basics

- Why are we doing this (i.e., what do we want to know, what do we hope to obtain)?
- What are we measuring and why?
- Who will create the questions?
- What will we analyze, and how?
- Will all results be communicated, and how?
- Who will be accountable for implementing changes driven by survey results?
- What’s worked well with surveys in the past, what hasn’t?
- What questions should we include (some from prior surveys)? If so, which ones and why?

Poll Question

Survey Statistics

What is the average participation rate for employee surveys?

- a. 20%
- b. 30%**
- c. 50%

Source: OfficeVibe.com

Poll Question

Survey Statistics

What are the top reasons employees don't complete surveys?

- a.** Lack of communication or they (employees) don't understand the value or purpose
- b.** Too many surveys or the survey is too long
- c.** Timing or lack of relevance
- d.** Lack of trust and/or fears of confidentiality
- e.** All of the above

Source: *OfficeVibe.com*



What To Do With The Results



Next Steps

Analyze, Communicate, Act

Analyze

- Accept the data at face value
- Review the data, analyze the data, dissect the data
- Don't try to justify the data

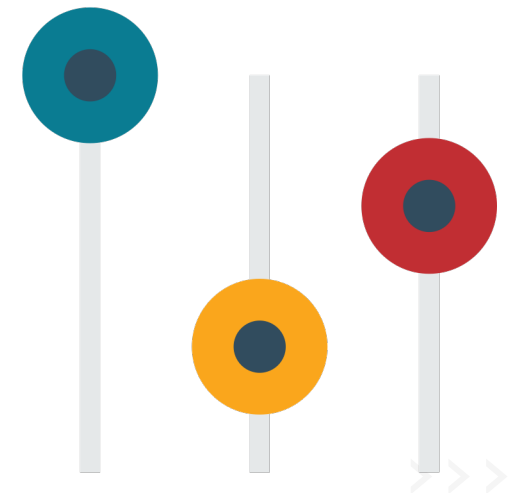


Next Steps

Analyze, Communicate, Act

Communicate

- Communicate the data results with transparency
- Don't sugarcoat or minimize what employees have just said
- The communication strategy should include:
 - Briefing your managers in advance and providing them with tools to answer questions
 - Communication of the initial results
 - Ongoing communication of where the organization is at any given time and key initiatives



Analyze , Communicate, Act

Act

- When employees respond to a survey and share their feedback, there is an expectation that action will result
- Voluntary employee focus groups can help make recommendations and bring ideas forward on how to address any areas that need to improve
- Action plans can then be shared with the organization as part of the overall communication strategy as noted above





Big Changes on a Small Budget



Big Changes, Small Budget

Making the Most of the Survey Feedback

Prioritize

- Regardless of the type of survey you choose, prioritize what can be done
 - Short-term (immediately to three months)
 - Mid-term (three to six months)
 - Long-term (more than six months)
- Act and implement what you can, as soon as you can

Talk Is Cheap!

- Implement an ongoing employee feedback tool such as:
 - An email account dedicated to employee feedback of any kind
 - Establishing an employee focus group(s) for collaboration and continuous improvement

Big Changes, Small Budget

Making the Most of the Survey Feedback

Process Improvements

- Identify easy-to-implement process improvements and act

Ask Questions / Engage Leaders in Solutions

- If your employees ask for something that is simply not in the budget, go back and ask what could work instead
- Engage your leaders to participate in the solutions process
- Ask your employees what would work.

Big Changes, Small Budget

Implementing Ideas

Addressing Employee Engagement/Satisfaction

- Establish a thorough communication strategy to include what type of information is communicated and how
 - Monthly all-staff meetings to provide company updates
 - Daily 1:1s to communicate operational events
 - Weekly manager meetings for department activities
- **Addressing Professional Development**
 - Establish KPIs and career paths for each role
 - Conduct a skills-gap analysis and establish a training path for employees to learn new skills
- **Addressing Onboarding**
 - Develop a formal onboarding process for all employees to ensure key company information is communicated consistently
 - Include introductions to leaders in all areas
- **Addressing Benefits**
 - Offer low benefits to enhance package (e.g., gym discounts, shopping memberships, monthly team lunch, etc.)



Bringing it All
Together



Planning

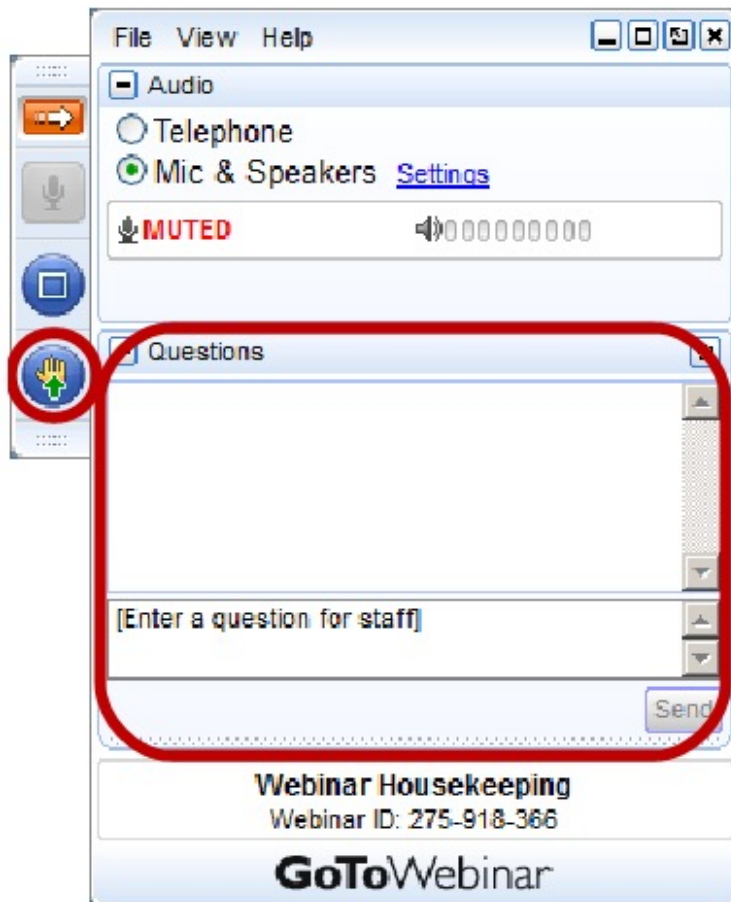
- Identify why you want to do a survey
- Determine what kind of survey you want to do
- Establish the goals, objectives and timing for the survey
- Design your survey and ensure the questions are aligned with your goals and objectives
- Create the workgroup that will be responsible for the survey
- Communicate the survey goals, objectives and details to the organization. Ensure confidentiality.
- Distribute the survey

Now, the crucial part:

- **ANALYZE** the results and establish a game plan
- **COMMUNICATE** the results and game plan to your workforce
- **ACT** on the game plan and implement



Questions



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If we don't get to your questions during the Q&A session of this presentation, you can email them to info@gnapartners.com.

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