

## Communication Guide

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What should be considered when  
conducting employee surveys?

# FragMitAb

# Communication Guide

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1. Why is communication so important?
2. Dos and Don'ts
3. Before the survey
4. During the survey
5. After the survey



# Why is communication so important?

Employees need to know what to expect

- Are the results anonymized and strictly confidential?
- How much time does it take to complete the survey?
- How long will the survey be available (time period)?
- What happens afterwards, and what happens with the results?
- How is the survey conducted?
  - By email, with a paper questionnaire, on a computer, or via a private device?
- Why is it important to participate?
- The survey should be completed during working hours.

Before a survey, employees often have many unanswered questions and legitimate concerns. For a survey to be successful, these must be addressed as clearly and honestly as possible.

# Why is communication so important?

If questions are not addressed clearly and honestly, employees may not participate in a survey at all or may provide untrue or incomplete answers

- To “anonymize” the answers themselves out of fear of retaliation
- If this happens, the effort and resources invested are not worth the result



# Why is communication so important?

You can never communicate enough. For various reasons, employees do not always get the message or may be absent when communication takes place

- It is therefore worthwhile to mention certain things more than once



# Do

- Encourage employees to participate in the survey
- Check the response rate and encourage participation in general
- Create and communicate a roadmap for after the survey
- Derive measures
- Strict confidentiality and anonymization should always be emphasized



# Don't

- Link benefits, bonuses, or similar incentives to participation or the outcome
- Ask specific individuals about their participation, check whether they have participated, and request that they do so
- Do not anonymize results
- Sweeping poor results under the carpet

# Before the survey

It is important to establish a communication schedule that determines who will communicate the survey and when

Ideally, this should be done by all CEO, HR department, and team managers.

- o **CEO:** To build trust and emphasise the importance of the survey, send the message that participation is important to the organization
- o **HR:** Present the project and the detailed schedule and serve as a contact point for any questions that may arise
- o **Team Manager :** Team managers are usually the main points of contact and should be informed about everything by HR so that they can then pass this on to the team in team meetings and clarify any questions immediately

Always emphasize anonymization and strict confidentiality



# Before the survey

- Information that all questions can be skipped
- To what degree of precision is it analyzed
  - Team level, department level, location level, gender, age (..)
  - Refer again to strict confidentiality and anonymization
- Es sollte bereits im Voraus festgelegt werden, wie es nach der Befragung in jedem Fall weitergeht
  - When will the results be communicated?
  - How and when measures will be derived?
  - Are results discussed within the team?

All of this has a positive effect on the response rate

# During the survey

- Report response rate
- Send reminder to participate
- Schedule time for clarifying doubts and questions
- Clarify and communicate any uncertainties that may arise immediately



# After the survey

- Thank employees for participating
- Communicate results
  - In a timely manner
  - What is particularly good?
  - What can be improved?
  - As detailed/comprehensive as possible
- This happens next
  - When are measures derived?
  - Who is involved in deriving measures?
  - (When) Will there be another survey?

# What does FragMitAb do for you?

- Setting up the survey
  - Add demographics and other categories for accurate analysis
- Support with communication
- Conducting the survey
- Evaluation, analysis, and anonymization (units with fewer than five responses are not)
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- Certification of the organizational culture
- Action workshop



# Kontakt

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- If you have any questions, please contact Till Tinsahli([till.tinsahli@fragmit.de](mailto:till.tinsahli@fragmit.de))
- Alternatively, you can also visit the website [fragmitab.de](http://fragmitab.de)

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