

THE DONALD COOPER CORPORATION

Speaking and coaching internationally on management, marketing and profitability



Management tool #B-24: ©

A Survey to better understand:

- a) **The employment experience we deliver.**
- b) **The state of employee engagement in our business.**

The biggest battle in business today is the battle to attract, retain and engage top 'talent'. The key to winning this battle is to provide an employment experience that attracts, develops, encourages, listens to and rewards top performers...and deals quickly and fairly with non-performers. Remember, the best people have to work for somebody...it's just that you have to deserve them.

When you have the courage and then take the time to ask your staff about the employment experience you deliver, from their perspective, what you discover will likely amaze you.

So, what is your employee's reality? How engaged are they? This Survey will provide you with a clear picture of what it's really like to work for you. It will also provide valuable insight into employee engagement and what might be hindering it in specific departments and in the entire company. Then, when you discover the 'reality', what will you do to improve what needs improving and fix what needs fixing?

Instructions:

See the 2-page '**What's it really like to work here**' Survey starting on the next page. Use the PDF 'Edit' function to Insert your company name and logo at the top of the page and to type your name and title under the words "*Thank you*" at the end of the introductory paragraph. If you need help with this, email me at donald@donaldcooper.com.

Then print a copy of the 2-page Survey for each employee. Give them the Survey, along with a return envelope stating the name of the person to whom the completed Survey is to be returned and the date by which it is to be returned.

Study the completed Surveys carefully to determine specifically what needs improving, fixing or doing to make your business the place that the best people want to be with, stay with and contribute to. Then use our Biz Tool #B-19 to help you get clarity and make the required changes to become the employer of choice for top performers in your market or industry.

When you decide what specific action will be taken, assign specific tasks, projects and initiatives to specific people, including yourself, with agreed completion dates. Effective implementation comes from answering the 'magic' phrase, '**Specifically what will be done, by whom, by when, measured how, at what maximum cost and rewarded how?**' Throughout the entire process follow up, follow up, follow up. Businesses don't die from a single shot to the head. They die, slowly but surely, from a thousand uncompleted tasks.

Donald Cooper speaks and coaches internationally on management, marketing and profitability. He can be reached at donald@donaldcooper.com in Toronto, Canada.

Your Business name and logo go here:

**Delete this text box and replace it with your biz name & logo using the PDF file 'Edit' feature.
If you need help with this, email me at donald@donaldcooper.com.**

WHAT IS IT REALLY LIKE TO WORK HERE?

Please help us improve our working environment:

We're committed to making our business a better, safer, more engaged, more efficient and more rewarding place to work. Please help us to better understand the 'reality' in which you work every day by responding frankly and honestly to the questions below. This brief Survey should take less than 10 minutes to complete and you may do this anonymously, if you wish. It will be most helpful if you complete it individually, giving us your own thoughts and suggestions.

If you have additional ideas about how we can improve the business for you, for our entire Team and for our customers, please use the space at the bottom of page 2 to add those thoughts. Then, place your completed Survey in the attached envelope and return it to the person whose name appears on the envelope. If you can do this within the next 5 days, it will be most helpful.

"Thank you!"

**Note: Type your name and title here using the PDF file 'Edit' feature.
If you need help with this, email me at donald@donaldcooper.com.**

Working Environment Survey:

		YES	NO
1.	Do you know what is expected of you in the performance of your job? Are you clear about our standards of performance and how 'success' is measured in the work that you do?		
2.	Do you have the information, training, equipment, authority and time needed to do your current job excellently?		
3.	Are you clear about how your role in the business affects your teammates, other parts of the business and our relationship with our customers?		
4.	Do you feel that your job is important to the overall success of the business?		
5.	Is there some other job or position within the business for which you might be better suited because of your experience, interests or career aspirations? If 'YES', what might that job be? _____		
6.	Are you interested in taking on greater responsibility?		
7.	Have you made that interest known to your supervisor or manager?		
8.	Are you being trained, mentored and encouraged to pursue that new position or responsibility?		
9.	Have you been recognized, thanked or praised for doing a great job in the past week?		
10.	Do you sense that your supervisor or manager cares about you as a person?		
11.	In the past 6 months has your supervisor or manager reviewed your performance with you and talked about career development and opportunities?		
12.	Does anyone in the company regularly ask you to share your thoughts, ideas and experience on how to do things better? Do your thoughts and ideas seem to count?		

		YES	NO
13.	In the past 6 months have you been given opportunities here at work to learn, improve your skills and grow?		
14.	In your opinion, is there an appropriate commitment to employee safety, health and well-being in your area or department?		
15.	Are all employees treated fairly in your area or department?		
16.	Is the working environment in your area cheerful and energizing, most of the time?		
17.	Do you get answers promptly when you need them to do your job effectively?		
18.	Is bullying and other inappropriate behaviour dealt with appropriately & consistently?		
19.	Do certain employees seem to receive special treatment unrelated to the quality of their job performance?		
20.	Would you like to receive more information or have more regular discussions about how the business is doing and where we're going?		

21. On a scale of 1 to 10, with 10 being excellent, how would you rate the morale and engagement of the Team in your area or department? ____ out of 10.

22. If you had to describe the culture and working environment of this business in a few words, those words would be _____

23. Where would you like your career and life to be in 3 or so years...and how can we help you achieve your career and life ambitions and commitments? Give us your thoughts below...

Would you like to discuss this in more detail with your supervisor or some other management person? ____ Yes. ____ No. If 'Yes', you'd like to discuss this with _____.

24. **Other comments or suggestions about how we can improve the working environment for you or, in general for everyone on the Team and for our customers:** (If you require additional space, please use an additional piece of paper.)

Note: If you would rather not identify yourself, leave the 'name' section below blank. But please fill in your Department / Location and the date. *'Thank you'*.

Name: _____

Department / Location: _____

Date: _____