

# Guide to Conducting Employee Surveys for EVP Research

## Objective:

Quantify employee perceptions and gather broader input on the company's strengths and improvement areas.

## How to Conduct Surveys:

### 1. Audience:

- a. Include a mix of current employees (segmented by tenure, seniority, and performance tiers), alumni, and prospective candidates.
- b. Aim for a sample size of 10% of your overall employee set.

### 2. Distribution:

- a. Use online survey tools (e.g., Google Forms, SurveyMonkey) for scalability.
- b. Ensure anonymity to encourage honest responses.

### 3. Duration: 10–15 minutes to complete.

## Post-Survey Steps:

- Upload the results on the Stimulai Tool - Primary research section

Document - **Employee Surveys: Quantitative and Qualitative Questions**

## On Recruitment and Onboarding:

1. How satisfied were you with the recruitment process?
  - a. Scale: 1 (Very Dissatisfied) to 5 (Very Satisfied)
2. What influenced your decision to accept the offer? (Choose all that apply)
  - a. Culture
  - b. Compensation
  - c. Leadership
  - d. Growth opportunities
3. What could we improve about the onboarding experience? (Open-ended)

## On Workplace Experience:

4. Rate the following aspects of your job:

- a. I feel valued for my work.
- b. My team supports my professional goals.
- c. I have the tools/resources to succeed in my role.

(Scale: 1 = Strongly Disagree, 5 = Strongly Agree)

- 5. What has been the most rewarding aspect of working here? (Open-ended)

**On Retention:**

- 6. What makes you stay at the organization? (Multiple-choice and Open-ended options)
- 7. How likely are you to recommend this company as a great place to work?
  - a. Scale: 1 (Not Likely) to 10 (Highly Likely)

**On Aspirations:**

- 8. What would you like the company to focus on in the next 1–2 years? (Open-ended)
- 9. What three words best describe your aspirations for the organization's future?
- 10. What unique aspect of the organization should we highlight to attract talent?