

Awareness Measurement Survey: Project

WHY USE THIS TOOL:

While your project may be top-of-mind for you, your employees or colleagues may have a different perspective. Use this tool to get a baseline understanding of “where people are at” in regards to your project. Send it out early in the process, mid-way through your timeline and again at the end of your project to review and revise your communication strategy as needed!

HOW TO USE THIS TOOL:

Gather project team members in person or via telephone. Review the sample survey questions, then edit and/or fill in your own based on your project and company specifics. Use an internal or online survey tool to make collecting data easier. (SurveyMonkey.com or Typeform.com are great options!)

Survey: Org & Leadership

CATEGORY :	QUESTIONS:	Totally Agree	Somewhat Agree	Neutral	Somewhat Disagree	Totally Disagree
Org	People generally welcome change within our organization					
	Changes in our organization are always planned well					
	I consider our organization “agile” when it comes to change					
	This initiative is very important with regards to helping support our growth plan and run our business					
Leadership	I believe that the leadership team has a clear focus and sense of direction for this project					
	Management has taken sufficient action to make project objectives clear and provide support throughout the organization					
	My manager fully supports the importance and urgency of this project and helping in my role for this project					
	If I have questions about this project, I feel confident that my manager will have answers					

[INSERT THESE QUESTIONS INTO YOUR PREFERRED SURVEY TOOL]

Survey: Communications

CATEGORY :	QUESTIONS:	Totally Agree	Somewhat Agree	Neutral	Somewhat Disagree	Totally Disagree
Comms	I have heard about this project					
	I have heard positive feedback from others in regards to this project					
	I am being well informed and kept up to date on project activities					
	My superiors regularly share information on the project					
	I understand the benefits of this project					
	I understand when changes are occurring					
	I understand how long the project will take					
	I understand what is expected of me during this project					

[INSERT THESE QUESTIONS INTO YOUR PREFERRED SURVEY TOOL]

Survey: People & Training

CATEGORY :	QUESTIONS:	Totally Agree	Somewhat Agree	Neutral	Somewhat Disagree	Totally Disagree
People	I believe our organization generally sets people up for success					
	People are generally asked for their opinion or feedback					
	My superiors regularly share information on the project					
Training	I understand that process changes are coming within my function					
	I understand the impact of the project on my job and work profile					
	It is a priority of my company to train people sufficiently before any process changes occur					
	I understand that my skills may need to change					

[INSERT THESE QUESTIONS INTO YOUR PREFERRED SURVEY TOOL]