



Great Place To Work®

# Communications package



## A successful employee survey

Good communication around the employee survey encourages mutual understanding between management and employees and supports the exchange of information and ideas. The way you communicate the employee survey in the organization influences the level of trust.

We believe that any organization can be a great place to work. We hope this document helps you in your journey to a successful organizational culture.

Good luck with the employee survey and its follow-up!

→ Do you have questions about additional services? If so, please contact support at [support@gptw.nl](mailto:support@gptw.nl).

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## The importance of good communication

Three relationships are central to our employee survey:

1. The relationship between management and employees, based on trust
2. The relationship between employee and his or her job, based on pride
3. The relationship between employees themselves, based on pleasure

This makes the employee the center of the survey. It is therefore essential that employees are well informed about the purpose, timeline and content of the survey, as well as follow-up. Let them know that you want to hear the voice of your employees and that you will work together on the most important areas for improvement.

## Goals and energy

Before you inform your employees about the upcoming survey, it should be clear what goals your organization wants to achieve.

Most organizations that choose to Assess want to know where they are now. Share this goal with your employees and explain that you have limited insight into the results, so employees don't expect extensive follow-up.

For the survey to be successful, it is important that there is support and energy for the survey from upper management. This has two effects.

First, employees feel the survey has broad support and a clear vision. It is not just another one of many surveys. Second, management takes ownership of the follow-up of the results and the survey is embedded in the organization's strategy.

# Sample: communications plan

## Analysis

- What is your organization's current situation?
- Why are you participating in the survey?
- What is the objective of the survey?

## Problem statement

How do you ensure that everyone is aware of the survey, knows the reason for the survey and that everyone completes the survey?

## Target groups

Involve everyone from all levels of the organization in the survey: senior management, executives and employees.

## Objectives

- 100% of employees know the reason for the survey and know what is expected of them.
- 100% of the (department) managers are aware of what is expected of them towards the employees.
- 80% of the employees participate in the survey.

## Strategy

Decide what strategy you will use to achieve your goals. For example, a strategy could be to inform and instruct all audiences, at the central, departmental and personal levels.

## Message

Communicate through various channels that everyone will receive an invitation to complete the employee survey on the start date and that this survey must be completed by the closing date.

In doing so, explain the reason for the employee survey, what the survey entails and what you will do with the results. Also clearly state the employee's interest in completing the survey.

## Resources

Below we give you several examples of communication resources you can use.





## Communication before the survey

As described earlier, pre-survey communication is essential to the success of the survey.

Important aspects in a pre-announcement are:

- The objective of the survey
- The reason for the survey
- The start and closing date

Also indicate the importance of employees answering the questions honestly and ensuring confidentiality. When explaining the objective, emphasize that you want to be a good employer and indicate what that means for your employees.

To create support among your employees, it is important that they know what the added value is for them. A place on the Best Workplaces list can be an objective, but make sure that the added value for your employees is also clear.

### Available communication materials

- **Template pre-announcement**
- **Digital poster pre-announcement**

## Tips

# Communication before the survey

- Share your short- and long-term ambitions regarding the survey so that employees understand why your organization is doing this survey.
- Clearly state the added value of the survey for the employee. That way you create support.
- Emphasize that employees are allowed to be honest and that confidentiality is guaranteed. Also indicate that there are no wrong answers.
- Emphasize that you will work with your employees on the results. Indicate when they can expect them and provide insight into the next steps.
- Share the purpose and underlying rationale for the survey. Make sure that both your employees and managers connect to this.
- Communicate through your usual communication channels, such as a weekly meeting, newsletter or intranet.



## Communication during the survey

During the survey we will keep you informed of the response rate. After a week we will send a reminder to employees who have not yet (completely) completed the survey. The higher the response rate, the more representative the survey is. Employees then feel that the results truly reflect their opinions. So the importance of a high response rate is high.

In organizations that have been participating for years, we see that both managers and employees are aware of the survey. The results are the source for future plans. Involvement is thus high. Employees encourage each other to complete the survey, so everyone feels ownership of the results. Because the survey is fully embedded in these organizations, they use few additional communication tools.

Still, for many organizations it makes sense to pay attention to the survey even during the survey and encourage employees to complete the survey.

### Available communication material

→ Digital poster during the survey



## Tips

# Communication during the survey

- Make it fun, especially if there is a risk of a low response rate. Reward participation, but avoid actions that compromise confidentiality.
- Use eye-catching communications to inform employees about the survey. Consider a video, a vlog, posters, placemats, and so on.
- Make sure managers encourage their co-workers to complete the survey.
- Keep your employees regularly updated on the response.





## Communication after the survey

Upon completion of the survey, it is important to thank your employees because they have put time and energy into it. This shows that you value the voice of your employees. Thanking them can be done in a variety of ways. You can do it in person, through an e-mail or with a card.

In an e-mail or letter, for example, you can write the following:

Dear [name],

Thank you for the valuable feedback you have given us. Your responses are stored with confidentiality in Great Place To Work's database: no one in our organization can access them.

We will work with the results and the most important points of improvement. In this way, we build a successful company culture together. [Additional explanation on how to work with the results].

[Sender]

**Available communication material**

→ **Digital poster after the survey**

→ **Digital fill-in poster for your results**

## Tips

# Communication after the survey

- Guarantee confidentiality when sharing the results of the survey.
- Share the key findings from the survey.
- Give your employees the opportunity to ask questions.
- Share the response rate with your employees.
- Do not yet draw conclusions from the results and do not judge.
- Explain what the follow-up will look like.
- Explain that the survey is based on the For All model and the three interrelationships.
- Let employees know what insights you have gained from the data so far.
- Ensure that employees who do not attend the feedback session receive all the information afterwards.



## Follow-up

This phase involves communicating the results of the survey and following up on key findings.

It is also important to communicate the results internally and externally (if applicable) if your organization is Great Place To Work-Certified™. Remind employees of the purpose and intent of the survey.

## Conversations

In this phase, teams engage with each other on issues that matter to them and dive below the surface to gain insight into each other's ideas, perceptions and views.

The entire process hinges on having these conversations. Usually such a conversation in itself is the biggest part of the solution.







Change starts with a good story, but only takes place when people actually start doing things differently. This phase is also about making concrete agreements, dividing tasks and learning and experimenting together in practice.

It is the most fun, and at the same time the most challenging phase of the process, because you are going to try to exhibit different behavior together.

## Getting started

Then it's time to make action plans. Departments and teams get to work coming up with solutions to the main themes. Then you get to work on the action plans and areas for improvement.

A question we often hear is: how do I keep these plans and themes alive in my organization? With leadership and team coaching, you can ensure that these themes stay top of mind and are successfully discussed in the teams.

→ Want more insight into your results? Please contact support at [support@gptw.nl](mailto:support@gptw.nl).





# Culture Coaching

With a practical approach and a keen eye for group dynamics, our Culture Coaches help your organization move forward. They are there at every stage of the journey, helping you gain insight and achieve tangible results.

Connie and Sjoerd offer:

- Extra navigations
- Kick-off presentations/workshops
- Follow-up presentations/workshops
- Team Talks

More information can be found in this [brochure](#).

## Contact

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