



Small Business Employee Survey Kit

Basic Kit – What’s Included

Step-by-Step Guide -- from design to development of improvement plans

I. Design

- Guidelines/Samples for pre-survey communication to employees
- Guidelines/Samples for email invitation/reminder
- Guidelines/Samples for survey cover letter
- Access to a Question Library of 190+ questions
- Guidelines for creating an effective questionnaire

II. Data Collection

- Questionnaire template in MS Word
- Guidelines for on-site data collection via computer
- Guidelines for on-site data collection via paper-and-pencil questionnaire
- Guidelines for on-line data collection from off-site computer
- Guidelines for off-site data collection via paper-and-pencil questionnaire mailed to employees' homes
- Survey Administration Manual with sample script

III. Data Analysis

- Guidelines for review and analysis of data
- Guidelines for generation of strengths and overall improvement opportunities overall and by demographic variables

IV. Development of Improvement Plans

- Guidelines for the development of key improvement plans for major overall issues
- Guidelines for post-survey communication to employees
- Group problem solving/ Action planning steps