



The Small Business Employee Survey Kit

Step-by-Step Guide: *Basic Kit*

Project Overview

I. Design – this phase usually takes at least 2 - 3 weeks

1. Determine your critical issues
2. Establish project timeline
3. Determine method(s) of data collection
4. Choose your survey team
5. Design the questionnaire, including demographics
6. Brief the management team
7. Set up data collection web site and/or printing of paper questionnaires
8. Set up employee data collection schedule
9. Create and send pre-survey communications to employees

II. Data Collection – this usually takes about 1 – 2 weeks

10. Collect the data using one or more methods:
 - On-line data collection via on-site computers
 - On-line data collection from off-site computer
 - On-site data collection via paper-and-pencil questionnaire
 - Off-site data collection via paper-and-pencil questionnaire mailed to employees' homes

III. Data Analysis – this usually takes about 1 – 3 weeks

11. Prepare the data set
12. Analyze the results
13. Prepare a narrative summary of the results

IV. Communication to Employees and the Development of Improvement Plans – this usually begins about 4 – 7 weeks after launch of the survey project and may last several weeks/months depending on the number and complexity of improvement plans needed.

14. Communicate the survey results
15. Develop improvement plans