



#BeHeard Survey Checklist

To access more tips and best practices, visit our #BeHeard Toolkit **HERE**.

 Hyperlinked Resources

STEP ONE: EXECUTIVE BUY-IN

Engagement ROI Analysis 

Survey Provider 

Survey Game Plan 

STEP TWO: SURVEY IMPLEMENTATION

Survey Purpose Statement 

Custom Questions 

Upload Employee Information 

Participation Goal 

Survey Marketing Timeline

Survey Launch Timeline

Employee Reminder Schedule

STEP THREE: SURVEY LAUNCH

Email Managers with Survey Details 

Manager Q&A Session(s)

Company-Wide Introduction Email 

Company-Wide Q&A Session(s)

Reminder Email(s) Before Launch Date 

Pre-Launch Reminders from Managers (e.g. team meetings)

Survey Promotion (e.g. newsletter, intranet, communication channels, etc...)

STEP FOUR: TAKE ACTION

Survey Results Review with Executives

Interpret Results (Strengths and Priority Areas) 

Organizational Engagement Plan 

Company-Wide Results Email 

Company-Wide Q&A Session(s) 

Department or Manager Reports (if applicable) 

Department or Manager Report Review (if applicable)

Measure Progress + Next Steps 