

# Engagement Survey Action Plan

Visit Sparck's Toolkit [HERE](#) to access the free #BeHeard survey and other complimentary tools.



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## GET STARTED

Name of Survey:

Purpose of Survey:

Survey Objective:

Participation Goal %:

Date Survey Launches:

Date Survey Closes:

## CUSTOM QUESTIONS

Open-Ended:

Five Star Likert:

## BUILD AWARENESS

### MANAGEMENT COMMUNICATION

Description:

Date of Email with Survey Details:

Date of Q&A Session:

### COMPANY-WIDE COMMUNICATION

Description:

Date of Email to Introduce Survey:

Date of Q&A Session:

### PRE-LAUNCH COMMUNICATION

Description:

Date of Reminder Email:

### ADDITIONAL PROMOTION

Description:

## TAKE ACTION

### REVIEW COMPANY RESULTS + CREATE ENGAGEMENT PLAN

Description:

Objective:

Date(s):

### SHARE COMPANY RESULTS + ENGAGEMENT PLAN

Date of Results Email to Managers:

Date of Q&A Session with Managers:

Date of Results Email to Company:

Date of Q&A Session with Company:

### LAUNCH ENGAGEMENT PLAN

Objective:

Date(s):

### MEASURE PROGRESS

Date(s) of Plan Updates:

Date of Next Survey: