

## FNET Skills Share: Worker Surveys – have clear objectives and adapt to meet the business context - Feb 2024



Action	Why	How
Pre-survey: Structure and clarity of purpose.	<p>Ensure clarity of purpose on what you really want to know from the workers to reduce the need for repeat surveys.</p> <p>Clarity also helps ensure workers understand the question being asked and reduces risk of misrepresentation</p>	<p>Structure: Maximum 10 – 15 questions and only 1 question per question. Don't ask if you can't create change.</p> <p>Questions that ask for 'feelings' rather than 'solid experiences' elicit better responses e.g. "Do you feel safe at work" rather than "are you safe at work".</p> <p>Consider how you might filter data and design the survey accordingly. Ask straightforward yes/no, or continuum of agree/disagree questions and provide space for free comments.</p>
Pre-survey: Communicate with site management.	<p>Speak to site management and assess whether there have been recent surveys or any scheduled. Workers may be asked lots of surveys from different companies in the supply chain and this can lead to confusion and survey fatigue (and therefore low response rates). Consider how to build rapport and investment from that business.</p>	<p>Ensure good and timely communication with the company and where possible collaborate on surveys to reduce survey fatigue.</p> <p>If a survey has been done before, then start with a 'You said / We did' communication. Important to link what has been implemented with their survey responses</p>
Pre-Survey: Ensure workers are aware of the survey and its purpose before asking them to complete it.	<p>Advance notice builds trust opportunity for engagement. Surveys are an opportunity to demonstrate that the business wants to hear from the workers and not just a singular event. Consider the participation threshold – does it need to be above 20%?</p>	<p>Conduct pre-survey briefings during paid working time. Use appropriate communication channels to reach out to workers. Emails vs meetings? Is the survey is voluntary or facilitated and never coerce employees into taking part. Make it easy to participate and use senior leaders as 'survey champions'.</p>
During survey: Ensure accessibility of the survey to all workers	<p>Obtain a representative sample of the workers to collect meaningful data. Consider barriers to participation and completion and identify groups you may need to allocate additional resources to engage with e.g. women, migrant workers</p>	<p>Translate questions into the languages of the workforce. Have an independent facilitator available to answer any questions and oversee the survey. Provide options for completing survey on smart phone, rather than laptop as this may be more familiar. Use icons (smiley face etc) if literacy is a challenge for workforce. Provide reassurances that responses are anonymous.</p>
During survey: Create a safe space for workers to complete the survey	<p>Ensures representative results and protects worker anonymity, and minimises external influences.</p>	<p>Survey location: Onsite in a private room/offsite/independently all have their pros and cons depending on the business and context. Ensure that managers/supervisors or company representatives are not present or conducting the survey. Conduct survey during paid working time and continue promoting the survey whilst it is running.</p>

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<p>Post-survey: Ensure there is a feedback loop following completion of the survey</p>	<p>Builds workers trust in the process</p> <p>Demonstrates that management take worker voice seriously and will act where possible.</p>	<p>Share the results as quickly as possible.</p> <p>Report the results and highlight what will change as a result of the survey to reinforce the value of the survey for employees</p>
<p>Decide whether to use a survey company manage the process.</p>	<p>Benefits include access to expertise on designing survey questions, technology, and resources to train and support to complete the surveys. Drawbacks can be that they are expensive and not always flexible to tailor the approach to different settings.</p>	<p>Engage with different providers to find the one most suitable for your needs.</p> <p>Look for specialisms where needed for different locations (e.g. factory vs farm) and be really clear on the outcomes you want to achieve prior to starting.</p>