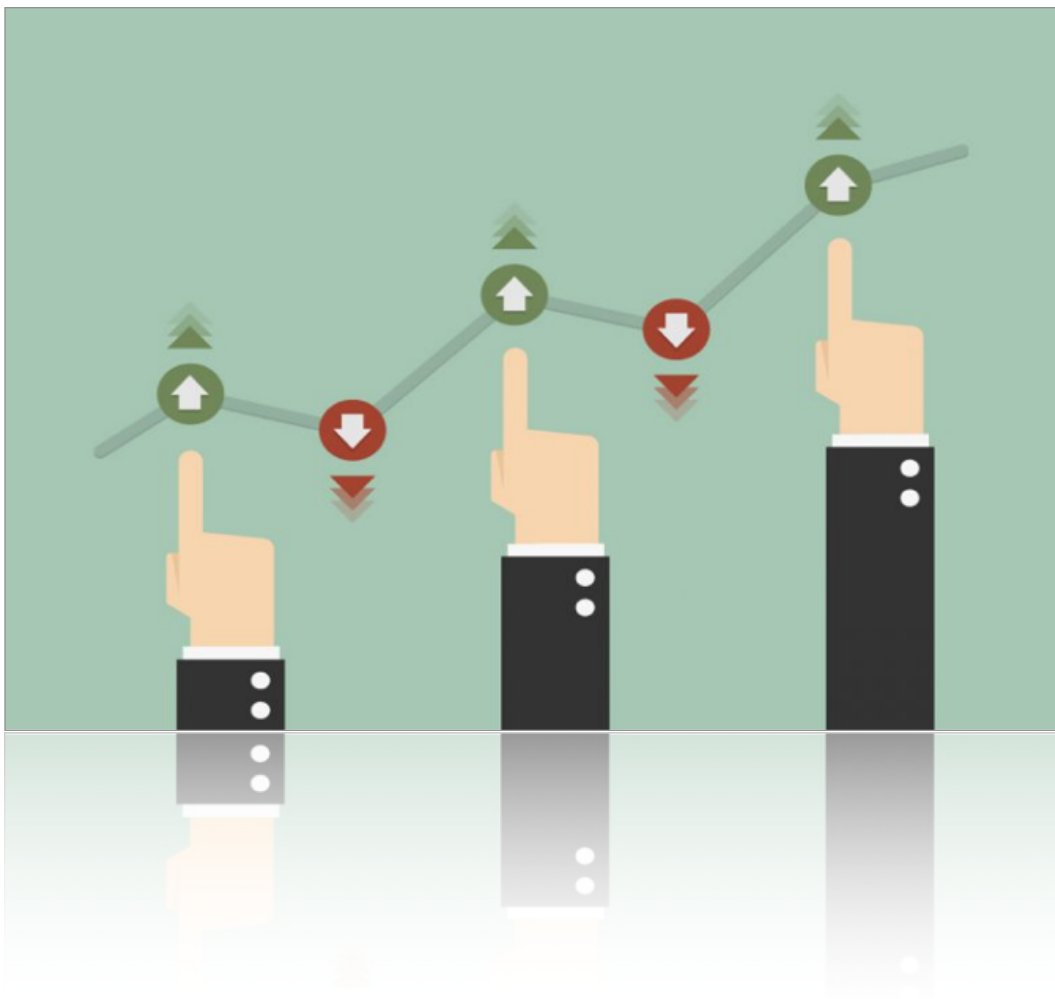


## 10 PROVEN TIPS TO INCREASE YOUR EMPLOYEE RESPONSE RATE

*Don Zillioux, Ph.D.*



# 10 Proven Tips to Increase Your Employee Survey Response Rate to Over 80%

*Don Zillioux, Ph.D.*  
*Chief Scientist and CEO, SDW*

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## Response Rates Matter

Employee culture surveys are only effective when employees respond. Moreover, you need a high enough survey response rate to aggregate accurate and actionable data.

Getting a high employee survey response rate isn't always easy, whether your employees are intimidated by the process, don't believe their individual voices matter, or they're just plain busy. But that doesn't mean employers should just sit idly by and hope for the best.

## The Bottom Line

High response rates are essential to obtaining effective survey results. By providing managers and their teams with the information they need to understand and trust the process, employees can provide valuable data that can be used to improve the culture of the organization, and ultimately, improve bottom line results!

If you are worried about employee survey response rates, you need to do something about it. By following our 10 research-backed tips our clients have been able to obtain an average employee survey response rate of 84.5 percent.

## 10 Proven tips to increase your employee survey response rate

1. Put together a cross-functional "Engagement Team" made up of a variety of departments – include staff and managers. Get them involved in the process – assist in developing employee communication pieces, give input on items that might need clarification and, in general, be advocates for the survey throughout the organization.
2. Hold manager meetings to provide them with a road map of the process and ask for their assistance in encouraging employee participation.
3. Encourage managers to have their teams schedule time to complete the survey during work hours.
4. Send an announcement to employees directly from the CEO to provide information about the survey launch, emphasizing that top management is involved and interested in employee opinions and participation.

5. Hold a presentation and discussion for employees to better understand the survey process and the importance of confidentiality. Discuss what will be done with the data once the survey is complete. Allow for Q&A time.
6. Share response rate (and response rate goal) with all regional/division leaders, team leaders, and employees during the survey through intranet or emails. Provide managers with updates on their team's response rate.
7. Hold a friendly competition between divisions and departments to reach 100 percent response rate by a certain date.
8. Award department prizes, hold raffles, provide incentives for employees to participate.
9. Throughout the year, link new company initiatives to the survey feedback so employees can see the results of their participation.
10. Survey the same time every year – the process becomes routine for employees so they expect it and feel that it has been a worthwhile experience in the past.

## About the Author



*Don Zillioux,  
Chief Scientist and CEO, SDW*

For more than 20 years Don has advised a diverse variety of businesses, large and small, throughout North and Central America, Europe and Russia. He is a recognized thought leader and senior advisor in effective change management and the senior leader and chief scientist to SDW's Worldwide Organization Effectiveness practice.

Don has worked with various Native American government and business organizations including the Seneca Tribe of New York, Gila River Community, Fort Sill Apache Tribe, Snoqualmie Tribe of Washington and the Comanche Gaming Enterprises in Oklahoma.

Along with an extensive business within the Native American communities, SDW clients have also included SKF-West Germany, University of Rochester Medical School, National Training Institute for the Deaf, Casino Arizona and Talking Stick Resort, PURE Canadian Gaming along with many others.

Don is the author of *The Results-Focused Organization*, the soon to be published series of Field Guides to Organizational Effectiveness and *Instrument Based Training: A Guide to Increased Effectiveness in Training*. Don's writings and consulting/advisory work focus on planned change, organizational development, managerial effectiveness, sustainable performance, effective leadership and managing change with measurable results. He has been visiting professor and lecturer at the University of Rochester, National University, USIU in San Diego and is regularly featured at the National Indian Gaming Conferences. Don has authored over 30 assessment and training instruments and over 40 specific competency focused trainings.

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