



## Employee surveys that work : improving design, use, and organizational impact /

Levenson, Alec Robert (1966-),  
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"Employee Surveys That Work offers groundbreaking ways to make employee surveys more useful, accurate, and effective. It is meant as a reference to enable better design and use of results, countering a number of unhelpful but common practices that have arisen as company-wide annual employee surveys have become commonplace. Designed to stand on its own as a guide to conducting company-wide annual employee surveys, it reviews the basics of employee surveys (with references provided for readers who want more details on specific points about basic survey design and implementation) and presents new insights regarding the challenges and benefits of annual company-wide employee surveys"--

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**Contenido:** Goals : define a clear survey purpose -- Objectives : the pros and cons of focusing on employee engagement -- Methods : match the measurement to the processes, roles, and teams -- Good survey practices : don't reinvent the wheel -- Anonymity vs. insights : confidentiality and organizational data matching -- KISS : the power

and pitfalls of simplicity -- The big picture : what, how, why, and who of statistical modeling -- Reaching conclusions : benchmarking and statistical versus meaningful differences -- Moving forward : reporting and taking action

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