


Lift Internal | Revitalizing B2E Communication


# Internal Survey Checklist

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CHECKLIST: INTERNAL SURVEY

 **Use this checklist** as you plan and develop a survey to gather feedback from employees. Use it again just before you finalize the survey.

 **Before you start**, make sure you are clear on the purpose of the survey and how the results will be used.

<input type="checkbox"/>	Have you verified that the length of time the survey will be open is appropriate given the time of year/major activities/major recent events?
<input type="checkbox"/>	Have you made sure the introduction includes:
	<ul style="list-style-type: none"><li>• The purpose of the survey</li></ul>
	<ul style="list-style-type: none"><li>• Who the survey is being sent to</li></ul>
	<ul style="list-style-type: none"><li>• The estimated amount of time it will take to complete</li></ul>
	<ul style="list-style-type: none"><li>• How the results will be used</li></ul>
	<ul style="list-style-type: none"><li>• The closing date and time</li></ul>
	<ul style="list-style-type: none"><li>• Whether or not responses are anonymous</li></ul>
	<ul style="list-style-type: none"><li>• Contact info for questions</li></ul>
	<ul style="list-style-type: none"><li>• Appreciation</li></ul>
<input type="checkbox"/>	If the survey is electronic:
	<ul style="list-style-type: none"><li>• Has it been tested to ensure all questions display and function as expected?</li></ul>
	<ul style="list-style-type: none"><li>• Have you customized the thank you page?</li></ul>
	<ul style="list-style-type: none"><li>• Have you customized the required question no-response reminder?</li></ul>
<input type="checkbox"/>	Are all the questions phrased from a consistent perspective? (i.e. "Have you.." or "I have...")
<input type="checkbox"/>	Are the questions sequenced and grouped logically?
<input type="checkbox"/>	Does each question use neutral language and structure?
<input type="checkbox"/>	Does each question serve the objective of the survey?