ACHIEVING HIGH GALLUP Q12 SURVEY PARTICIPATION RATES

IMPORTANCE

To get the most out of your company’s Q12 survey and efforts to measure and manage engagement, as many employees as possible need to complete the survey.

Gallup’s research shows that a strong communication plan is one of the best tactics for achieving high employee participation rates. When employees understand the importance of engagement and their role in the Gallup Q12 survey process, they are more likely to become a part of the engagement journey. Be sure to read the “How to Communicate About the Gallup Q12 Survey and Employee Engagement” section. This resource will be invaluable to your company’s leaders; it is critical they are aware of the importance of a great communication plan.

Don’t stop there — follow these guidelines to maximize your communication plan and achieve the highest participation rates:

GUIDELINES

1. **Highlight the benefits of participation.**

A highly engaged workplace benefits everyone: employees, managers, and customers. Explain to your employees how they gain from being part of an engaged team and the reasons why their participation in the survey is essential to reaching higher engagement.

Helping employees to understand their importance in creating an engaged workplace encourages them to participate in the survey. Tell your employees that by sharing their opinions and making their voices heard, they provide their leadership with knowledge of the company’s overall engagement. This information guides leaders to know how and where to begin improving the work environment.

Your employees need to know that by participating in the Gallup Q12 survey process, they help transform your company into one they can be proud to be a part of.
2. **Be creative.**

Creativity is also a defining characteristic of a strong communication plan. Make the journey toward higher engagement fun. The following are some ideas for creating a communication plan:

1. **Create a survey theme.** Incorporate an overall theme into your promotional campaign. A theme will spark interest and create a sense of unity in your various communications and promotional events. Here are some examples to help get the creative juices flowing:
   - Puzzle Theme — “You Are an Important Piece of the Puzzle”
   - Healthcare Theme — “Time to Check Our Pulse”
   - Journey Theme — “The Road to Success Starts With You”
   - Challenge Theme — “Join the Q¹² Quest”

2. **Encourage healthy competition.** Consider offering an incentive for teams that achieve the highest participation rates such as lunch or a fun team outing.

3. **Plan a theme day.** Plan a theme day during the survey field period that will bring attention to the survey taking place. For example, have a survey kickoff party with decorations relevant to your survey theme.

4. **Create “free time.”** Cancel a staff meeting or work event and ask employees to use their new “free time” to participate in the survey.

5. **Market the survey.** Improve participation rates using marketing material. For example:
   - Distribute water bottles with the Q¹² label and survey dates.
   - Create a funny video featuring staff that promotes the survey and informs employees about engagement.
   - Print posters that promote the survey and place them where your employees can easily see them: in break rooms, cafeterias, hallways, etc. Or, email electronic versions of posters or fliers to employees.

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**DID YOU KNOW?**

The Gallup Employee Engagement Center Dashboard offers access to many useful features, including the capability to monitor real-time survey participation rates. These rates are reported as a percentage (calculated based on the survey size you purchased) and are updated daily.

If you are unhappy with your participation rate and your survey close date is approaching, you can always adjust the date via the Employee Engagement Center Dashboard.
3. **Communicate a participation goal.**

   Setting a company goal for participation and sharing it with employees is another tactic for raising awareness and encouraging employee involvement. Publish participation rates while the survey is live and report your company's progress toward achieving the goal. Encourage managers and team leaders to strive for full participation.

4. **Reiterate that participation is voluntary.**

   Your employees should feel that it is their choice to take the survey. Stressing that participation is voluntary while presenting its benefits builds enthusiasm and makes employees eager to choose to be involved. Don’t incorporate incentives that “require” participation in your promotional campaign. The goal behind the Gallup Q12 survey is to build engagement. Forcing participation will not accomplish this goal. True engagement occurs when employees choose to be involved in the process.

5. **Get personal.**

   When sending emails or other communications, it is a great idea to personalize messages by including the names of individual employees. Imagine if you received a communication from a senior executive within your company personalized for you. Wouldn’t it seem more engaging to be addressed by your name rather than as “Dear Employee”? Personalized messages show employees that you care about their unique needs as individuals.

**STEPS TO CHECK**

- ✓ Read Gallup’s best practices for building a strong communication plan.
- ✓ Highlight the benefits of participation.
- ✓ Get creative by making communication about the Gallup Q12 survey and engagement fun for employees.
- ✓ Establish a participation goal and a timeline for communicating it.
- ✓ Stress that the survey is voluntary.
- ✓ Personalize communications whenever possible.