

Collaborating on Survey Results

Video Transcription

Hi! Stacy Lake here, from Brand Integrity. In this video, I will discuss the value of, and best practices for, collaborating on survey results with employee groups. This video is meant to be a resource to prepare you as a manager of others within your organization, to be as comfortable as possible with this discussion.

Let's start with why these conversations are valuable. When employees provide feedback, discussing that feedback with them demonstrates respect and builds relationship – key elements to further engage the team. Additionally, the survey is highlighting opportunities to get better. These conversations are how you can work with your team to take action and make improvements and drive results.

And great news for managers, the weight of these improvements isn't left just to you. By involving your group, you are able to get clearer insight into what is happening, gather better ideas on how to address challenges, and share the work to make improvements.

Now, let's talk about some best practices.

First, to make the most of discussing results, we recommend that you set aside time to get comfortable with the data before leading the meeting. But don't wait to know everything, if you don't know the answer to someone's question, just say, "I'll get back to you."

To get the best outcomes, plan to listen for most of the meeting. Don't "talk at" your team. Remember it's intended to be a conversation, not a presentation.

Now, let's say you are ready to listen, but the team doesn't speak up. If that happens, don't worry. The important thing is that you sent the message that you are open to feedback.

To further encourage conversation, if you have a **large group**, break into small groups to get the conversation rolling and then ask those small groups to share what they discussed.

You can also try sending the content and questions in advance, or you can follow-up afterwards to ensure quieter members of the team are able to share their ideas.

However you have the conversation, before you finish, decide what the group will do to make progress. This doesn't need to be a multi-tiered plan drawn up by committee. It can be smaller actions that make an impact. For example, if your area of focus is to improve communication, it may just be that you agree to focus on being more consistent at *same day follow-ups*.

Importantly, to ensure change happens, touch base on progress to this plan in your group's regular meetings. At least once or twice a month ask how it is going. Ask for an example of people making progress or bring up an obstacle to making this progress. That is how you can ensure Collaborating on Survey Results builds a more collaborative, better place to work and how you can also drive the goals that are most important to you and the team.

Let's review:

- **Have the conversation** it doesn't need to go perfectly, but it does need to happen
- **Plan to listen** so the group understands they are an important part of making improvements
- **Decide on a plan** that is important but achievable
- **Follow up** regularly on your plan so it doesn't get lost in the shuffle

For more information, go to brandintegrity.com's Learn page or the Brand Integrity Platform's Learning Academy.