



## **Guide to Launching a “Top Company” Campaign and Employee Survey**

**Presented by:**

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# Guide to Launching a “Top Company” Campaign and Employee Survey

## Process Overview



## 10 Steps to a Successful Launch

### POSITIONING – Communicate Expectations and Goal for Survey

1. Obtain management support (buy-in)
2. Register your company with survey partner and review all instructions (recommended date 12/20)
3. Develop a communication strategy and campaign (to achieve high response rate) (Dec/Jan)

### SURVEY PROCESS – Customize, Deploy and Analyze

4. Customize your survey (Dec/Jan)
5. Deploy the survey (Feb 14-28)
6. Analyze your results (Early April)
7. Communicate results (May/June - before list publication in June)

### FEEDBACK - Share Results and Tie to Business Objectives

8. Share results and involve employees in action planning (May-Dec)
9. Create an accountability system for management and employees (May-Dec)
10. Resurvey your employees every 6 – 12 months

***95% of business leaders believe being recognized for workplace initiatives is a top priority.***

*Great Place to Work Institute  
Fortune 100 Best Companies to Work for in America.*

# 10 Steps to a Successful Launch Plan

## POSITIONING – Communicate Expectations and Goal for Survey

### 1. Obtain Management Support (buy-in)

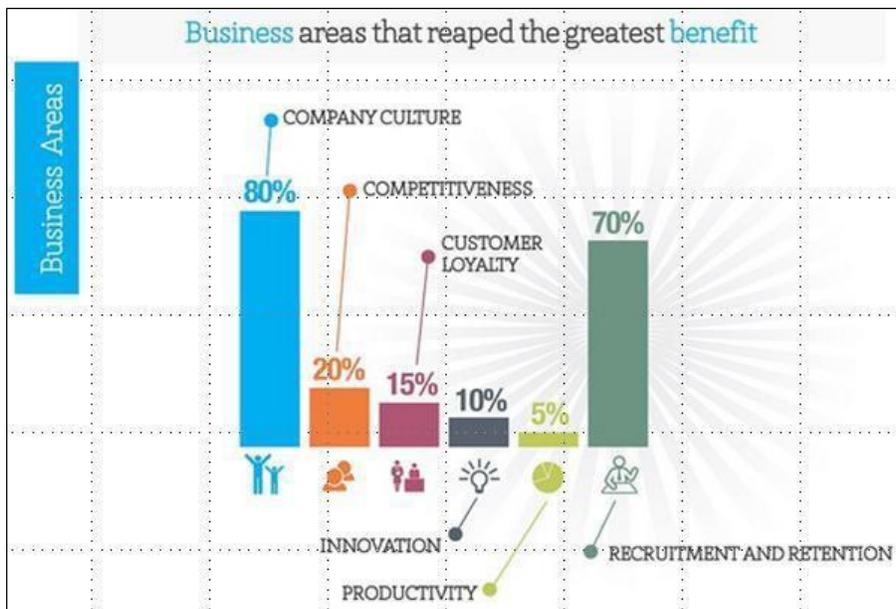
- Obtain CEO/Leadership support by reviewing benefits & financial rewards ([Program FAQ's](#)).
- Incorporate a strategic goal into your business and HR plan to become a “Best Company” in Arizona (or US). Whether you are seeking state recognition (Top Companies to Work for in Arizona) or national recognition (Fortune 100 Best Companies to Work for in America), BestCompaniesAZ can help you company determine the appropriate timeline (1-3 years, 3-5 years or 7-10 years).
- Communicate and educate employees on what it means to be a “best company” or “top company”. Did you know the primary defining characteristic of a “best workplace” is “trust” – trust between employees and managers and co-workers.
- Develop internal and external performance measures to hold managers accountable and to measure success from year to year (i.e., benchmark results from year to year, correlate survey results with turnover rate, customer satisfaction, financial performance measures, etc.).

### 2. Register Your Company with Survey Partner

- Go to <http://bestcompaniesaz.com/azcentral-top-companies> to link to the survey registration form. Once your information is received; you will receive a confirmation e-mail with further instructions and next steps.
- If you are interested in participating in Fortune Magazines “Best Companies to Work for in America” program, contact BestCompaniesAZ.

### 3. Develop a Communication Strategy (to achieve high response rate)

- Assign a project leader to spearhead and drive the project. BestCompaniesAZ specializes in workplace awards providing consultation, coaching and application submission support all year to keep the spirit of the program alive.
- Create a “Best Company” Committee involving cross representation of employees in all departments and locations – make it fun for all!
- Create multiple communication tools to get the word out in advance to employees. Contact BestCompaniesAZ for consultation on “best practices” and communication strategies that can be customized for your organization.
- Begin developing a strategy on how you will analyze and report results to employees in a timeline fashion, and involve employees in the process.



## SURVEY PROCESS – Customize, Deploy and Analyze

### 4. Customize your Survey

- Best Companies Group offers several custom survey options. If this is the only survey you use to gather feedback, you may want to add some additional questions to address current business conditions, or add more demographics to enhance your slicing. This is the most cost effective survey vehicle when done this time of year.
- Do you have employees outside Arizona? Then take advantage of this cost-effective survey to include ALL employees in the survey regardless of their location.
- If you participate in other types of employee engagement surveys throughout the year, you may want to shift to Best Companies Group as they offer industry and regional “best competition” opportunities.

### 5. Deploy the Survey

- Please review the Best Companies Group instruction package in detail and all the FAQ's.

### 6. Analyze Your Results

- Best Companies Group offers different levels of reporting. Visit [www.TopCompaniesArizona.com](http://www.TopCompaniesArizona.com) for details or call Best Companies Group toll free at (877) 455-2159
- **Need help analyzing your results in a timely fashion?** Contact BestCompaniesAZ, consulting partner, to learn more about our unique approach to timely analysis and our comprehensive Executive Summary Report that includes gap analysis, recommendations, action planning and presentation to CEO and leadership team.

### 7. Communicate Preliminary Results BEFORE Official Announcement

- **List Winners:** Celebrate your successes! Contact BestCompaniesAZ for a guide and tips on “How and When to Promote Your Award”.
- **All Other Participants:** Be sure to communicate survey results prior to publication date and involve employees in action planning.

#### ***Do employee engagement surveys really work?***

*Absolutely, as long as you're prepared to implement the results. Studies have shown remarkable improvements in productivity when employees see that management listens to them and implements their suggestions.*

## FEEDBACK - Share Results and Tie to Business Objectives

### 8. Involve Employees In Action Planning

- Involve employees in reviewing results and recommending appropriate actions plans for improvement.
- Utilize focus groups to help with action planning. Contact BestCompaniesAZ if you'd like a third party involved in facilitating these groups.
- Continue to communicate your progress to all employees monthly until steps are put in place.

### 9. Create an Accountability System for Management and Employees

- Create a competitive spirit among your workforce by comparing department/location results against internal and external benchmarks (e.g., Top 3, Industry averages and internal performance measures).
- Recognize and reward high performing departments – share best practices for others to learn from!
- Put together development plans for non-performing departments and assign mentors/coaches.

### 10. Resurvey your Employees

- Make this an annual event with the “Top Companies to Work for” competition or semi-annual by participating in “industry” competition using same survey provided by BCG.

## Questions? Need Help?

### **Coaching and Consultation Services Available**

BestCompaniesAZ provides consulting and coaching services to help Arizona employers on this journey to state and national award recognition. We have helped many Arizona employers navigate through this process landing them on prestigious lists such as:

- azcentral Top Companies to Work for in Arizona
- AZ Business magazine, Arizona Most Admired Companies
- Fortune Magazine, 100 Best Companies to Work for in America (over 1000 employees)
- Fortune Magazine, Small and Medium Best Workplaces in America (25-500; 501-999)
- Modern Healthcare, “Best Place to Work in Healthcare”
- and other industry specific lists.

Whether you are just beginning this journey, or have already achieved local awards and are interested in advancing to national levels, we can help you get there. Contact us for a customized plan of action at [dgredler@bestcompaniesaz.com](mailto:dgredler@bestcompaniesaz.com) at 480-545-5151.

### **Educational Workshops/Webinars**

BestCompaniesAZ also offers educational workshops and webinars throughout the year that are HR certified. To schedule a webinar or training session for your staff, contact [dgredler@bestcompaniesaz.com](mailto:dgredler@bestcompaniesaz.com) at 480- 545-5151.

### **Best Practice Articles and Videos**

Following are several tools available that we can customize for your unique culture.

- 1) Sample launch plan, communication campaigns and emails from CEO, HR and Department heads.
- 2) Sample Campaign Posters of how to communicate multiple surveys occurring in one year.
- 3) Sample Powerpoint Templates (to be customized for each culture and company)
  - ROI and Benefits of participating in award programs
  - Definition of “best company”
  - CEO and/or HR “Top Companies” launch plan
- 4) “Best practices” from other state and national award winning companies.

## Hire a Culture Consultant today!

Need help managing your company culture all year? BestCompaniesAZ can operate as your culture consultant. We specialize in this niche of “workplace culture development” operating as an extension of your HR, marketing and PR staff. Our primary goal is to help our clients advance to the next level from helping you establish a benchmark, to bridging the gap which will ultimately land your company on state and national “best company” lists. From communication launch plans, to survey analysis and action planning, to internal and external promotion of your award status and employer brand, we have what it takes to help your company achieve success. Call us today!

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