EMPLOYEE PERCEPTION OR CULTURE SURVEYS

Why Survey?
Surveys are a means to reliably determine and measure management and employee commitment to your safety and health program.   Benefits include:
- Providing management with leading safety metrics
- Motivating improvements in your organization
- Baselining your safety program effectiveness

If you want to improve your organizational culture, start with a culture survey

Reports and Scores

STAR surveys use on-line data tools like Survey Monkey to solicit and collect survey responses.   We typically use a response scale of 1 -5.

> **4** How aware are you of the status of any safety action plans to achieve the goals?
>
> Not at all   Extremely
>
> [1]   [2]   [3]   [4]   [5]

When tabulating the data, we report in both a pareto methodology as well as scores (see below).

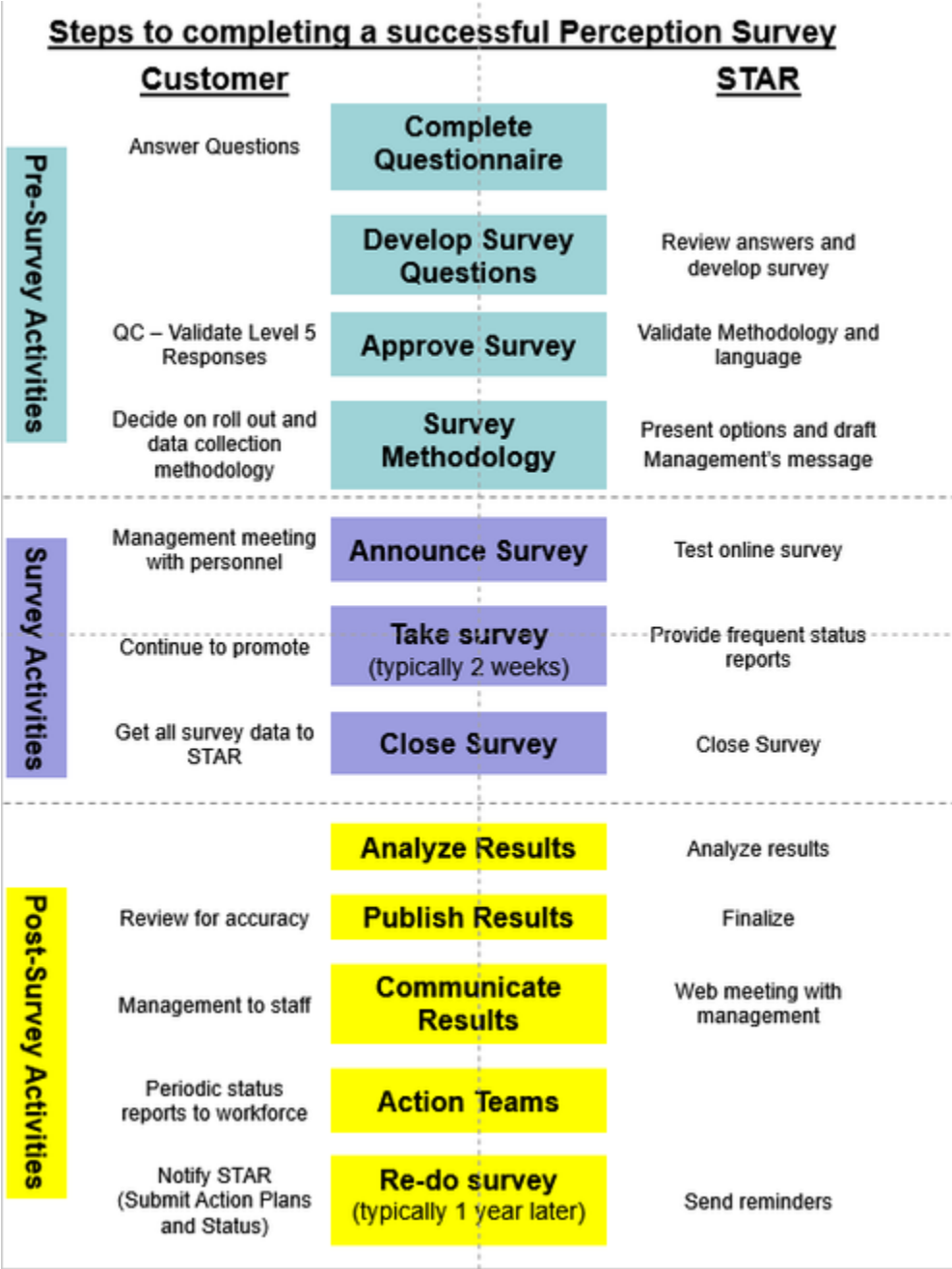| Category Scores	Question Scores	Rating	Description
=/>80%	=/> 3.5	Strength	A cross all groups is indicative of a mature process for that particular element.
60– 79%	=/> 3.5	Vulnerability	Is indicative of a functioning element where a majority of persons have a positive perception.
51– 59%	3.0- 3.5	Weakness	Specifically with regard to associate level responses, indicates a need to examine that particular elements activities and communication barriers.
<50%	<3.0	Gap	A red flag where continuous improvement should be focused.

Data is also presented by Key Demographics like:
- Length of Service or employment
- Department or organization or site
- Position, Title or Function
- And many more …

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Getting Started

STAR works with your company to maximize the value for the level of effort in establishing and collecting survey data. To complete a survey, STAR walks you through each step of the process.

Steps to completing a successful Perception Survey

Customer		STAR
Pre-Survey Activities		
Answer Questions	**Complete Questionnaire**	
	Develop Survey Questions	Review answers and develop survey
QC – Validate Level 5 Responses	**Approve Survey**	Validate Methodology and language
Decide on roll out and data collection methodology	**Survey Methodology**	Present options and draft Management's message
Survey Activities		
Management meeting with personnel	**Announce Survey**	Test online survey
Continue to promote	**Take survey** (typically 2 weeks)	Provide frequent status reports
Get all survey data to STAR	**Close Survey**	Close Survey
Post-Survey Activities		
	Analyze Results	Analyze results
Review for accuracy	**Publish Results**	Finalize
Management to staff	**Communicate Results**	Web meeting with management
Periodic status reports to workforce	**Action Teams**	
Notify STAR (Submit Action Plans and Status)	**Re-do survey** (typically 1 year later)	Send reminders

Contact STAR today to see how we can help you improve your safety culture and safety program effectiveness.