



EMPLOYEE STUDY IMPLEMENTATION GUIDE

Advance Preparation

Communication to Employees:

- Use all internal methods of communication to inform employees that the study is being conducted, with particular emphasis on communicating that:
 1. The employee study is being conducted by Insightlink Communications, a company specializing in employee research.
 2. Employees will be allowed to take the time to participate during their work day.
 3. Senior management has endorsed the study and is committed to taking action on the results.
 4. All results will be kept completely anonymous and confidential. (For more specific information on Insightlink's Confidentiality Guidelines, see www.insightlink.com/confidentiality.html)
- If you intend to release all or part of the results to employees, be sure to let them know this before the study starts. Employees are more likely to participate in the study if they know that the results will be shared and believe that they will be acted upon.
- If you have employees who do not have email or online access, it is important that frontline managers provide regular encouragement to these groups in order to maximize participation. (See "Communication to Managers/Supervisors" below.)
- Insightlink Communications strongly recommends informing employees of the study more than once, both prior to launch and while the study is being conducted.

Communication to Managers/Supervisors:

- In addition to informing all employees of the study, it is worthwhile making a special effort to reach out to your organization's managers and supervisors to ensure that they are involved in the survey process.
- Managers/supervisors need to encourage participation by all of their direct reports, including making whatever arrangements are necessary to let the employees give their undivided attention to the survey.
- Managers/supervisors also need to be informed that each online employee gets their own unique access code. They should not distribute their own code to their employees. Insightlink Communications will provide support for re-sending lost codes or assigning extra codes as needed.

Questionnaire Development

- Insightlink will work with you to develop a comprehensive employee satisfaction questionnaire that is customized to address the specific issues of your organization.
- As part of the questionnaire development process, it is helpful for Insightlink to have each of the following:
 - An organizational chart.
 - Your organization's formal mission statement, vision and/or values.
 - A list of appropriate departments and/or employee sub-groups that would be useful for data analysis – however, Insightlink strongly recommends that no individual department or sub-group be comprised of less than 10 employees.
 - A full list of the benefits you provide.
 - Your performance review guidelines and/or objectives (if you have them).

Pre-Launch Study Logistics

- Before the launch of your study, please take the following steps:
 1. Supply employee email addresses to Insightlink in spreadsheet format.
 2. Provide Insightlink with a high-resolution graphic file of your logo.
 3. Add Insightlink's address (surveys@insightlink.com) to your own mailserver's White list or trusted sender list.
 4. If your organization has additional SPAM protection mechanisms in place, please have your IT personnel contact Insightlink directly.
 5. Provide Insightlink with your shipping address for hard copy surveys and/or letters. If you have multiple physical locations, designate a contact person at each location to receive and distribute surveys or letters. Let Insightlink know how many surveys or letters should be sent to each address.
 6. If you have employees who will be taking an online survey, but do not have regular access to the Internet or email addresses, you should provide one or more onsite terminals for these employees to take the survey during their work day. These terminals should be set up to allow privacy while employees are answering the survey.
 7. Once you approve the final proof of your questionnaire and the date of launch, please fax or email this approval to Insightlink.

Data Collection Logistics

- Insightlink will be responsible for addressing any employee questions or concerns about the study, whether received by phone (1-877-866-8031) or email (support@insightlink.com)
- Once your study has been launched, you can check the progress of all online studies at your own password-protected Insightlink monitor website – with this tool you can check the study progress not only in total but also by department/division if applicable.
 - Insightlink strongly advises regular monitoring of your study so you will know if there are certain departments or employee groups who need additional encouragement to participate.
- For hardcopy studies, you will be informed of the study progress several times a week as completed questionnaires are returned to Insightlink.
- Insightlink will be responsible for issuing online reminders on an “as needed” basis to maximize participation and will decide the final date for data collection in conjunction with you. You will be responsible for issuing internal follow-ups for all hardcopy studies.
- Once data collection ends, Insightlink will forward the appropriate reports directly to you for your review and approval.