

## How to Conduct a GM@W Online Survey Successfully

### 1. Inform your staff that you plan to conduct a GM@W Online Survey

It is important to let your staff know as early as possible that you plan to conduct a GM@W Online Survey and to communicate the following information:

 **That there is support from senior management**

 **The purpose of the GM@W Online Survey**

Employees will want to understand why they are being asked to participate. It is important to tell your staff exactly why your company is conducting the GM@W Online Survey.

Answer the following questions:

Why is our company conducting the GM@W Online Survey?

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How will the GM@W Online Survey benefit employees?

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How will the GM@W Online Survey Results be communicated and used?

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 **Confidentiality will be protected**

To ensure widespread participation and honest responses, employees must be assured that any information they provide will be kept confidential. The GM@W Online Survey and the resultant GM@W Report is set up so that the results are provided in the aggregate only – individual responses are not provided. Employees should be informed that they will be asked to review an Informed Consent document explaining this and more, and to explicitly consent to participating in the GM@W Online Survey, before beginning the GM@W Online Survey.

 **Participation is voluntary**

Emphasize your goal of gathering input from all staff (to ensure a balanced perspective, you need responses from as many employees as possible, rather than only those interested in particular issues).

### **Key dates and activities**

Provide as much information as possible about the GM@W Online Survey timeline.

GM@W Online Survey start date: \_\_\_\_/\_\_\_\_/\_\_\_\_

GM@W Online Survey end date: \_\_\_\_/\_\_\_\_/\_\_\_\_

**We recommend a timeline of 2 - 4 weeks.**

**Note: you may want to allow a longer period for responses during the summer or holiday periods.**

How will the GM@W Online Survey be distributed? (e.g., email with a link to the GM@W Online Survey, paper copy or a mix?)

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Are there expectations related to when staff should complete the GM@W Online Survey? (e.g., before/after shift, during regular shifts, during non-work hours?)

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Will staff be compensated for time spent completing the GM@W Online Survey?

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Communicating with your staff openly and early in the process enhances participation, engagement and interest. It also gives employees time to ask questions or raise concerns.

There are a number of effective ways of sharing this information:

- Staff meeting
- Electronic communication
- Newsletter
- Notice board
- Mail-out to employees

You may use the *Template Letter: Introducing GM@W* available on the GM@W website, as well as the Template Email text included in the GM@W Online Survey Instructions Email you will receive after activating your GM@W Online Survey - feel free to modify as necessary.

## 2. Answer questions

To maximize staff engagement and participation in the GM@W Online Survey, it is important to provide a contact person(s) who can answer employees' questions. Before launching the GM@W Online Survey, allow at least two weeks to answer any questions or concerns. It is also important to ensure that someone is available throughout the GM@W Online Survey cycle period to troubleshoot any difficulties that may arise – technical or otherwise.

Contact person(s):

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## 3. Send reminders

Participation can be increased by sending reminders to staff asking them to complete the GM@W Online Survey if they have not yet done so. This is best done midway through the GM@W Online Survey cycle period, as well as two or three days before the GM@W Online Survey end date.

Date(s) reminders will be sent:

\_\_\_\_/\_\_\_\_/\_\_\_\_  
\_\_\_\_/\_\_\_\_/\_\_\_\_

## 4. Provide incentives

Participation can also be increased by providing employees with an incentive (e.g., gift certificate, movie passes, coffee cards, etc.).

List any incentives that will be provided:

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## 5. Thank your employees!

Send a “thank you” message to employees following the end date of the GM@W Online Survey. This highlights your appreciation and acknowledgement of employees' time, effort and opinions.

Date “thank you” message will be sent:

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## 6. Communicate the results

It is essential to communicate the GM@W Online Survey Results to staff, regardless of the outcome. Failure to do so can create animosity and mistrust, and can undermine any follow-up actions.

Deadline for communicating the GM@W Online Survey Results:

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How will the GM@W Online Survey Results be communicated?

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By whom?

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## 7. Implement your Action Plan

It is important to ensure that your organization is committed to acting on the GM@W Online Survey Results. The results are of little value, and the survey process may actually have an adverse effect on your organization and staff, if no meaningful and visible action follows. Refer to the GM@W Action Resources for a practical strategy and evidence-based and effective suggested actions to include in your Action Plan to improve the psychological health and safety in your workplace.

## 8. Evaluate the effectiveness of your Action Plan

It is important to evaluate the undertaken interventions over time to ensure they are effective and to take corrective action where needed - refer to the GM@W Evaluation Resources for help with this.

**Congratulations - you now have the information that will help you conduct a GM@W Online Survey successfully!**