



September 2020

Discussion on why the annual employment survey needs to be retired
with Dr. Peter Cappelli from the Wharton Center for HR

[Click here to view Peter's WSJ article](#)

Is it time to get rid of employee surveys? Are there new and better ways to find out what workers are thinking?

Considerations:

- Employees don't trust surveys are anonymous
- Anonymity - some give the option to be anonymous others do not. You can use the % of people who completed without being anonymous as an index of trust
- Using annual surveys to compare year over year may not be accurate. The changes you may see could be a result of the changes in people responding.
- Can be effective to see what people think
- Employees tend to have the sense nothing happens with the data
- Limited data – depends on the questions and how they are asked
- Peter says engagement does not predict much of the things we think might matter
 - It doesn't correlate very strongly with job performance
 - Does your engagement score predict how well you're doing?? Why don't we just ask employees rather than indirectly in the form of a survey.

What are some other ways to collect data??

- Pulse surveys that are short and "in the moment" have a higher response rate
- Focus groups
- Sentiment analysis – (also known as opinion mining or emotion AI) what's the mood of employees by their use of words – we will discuss this more next month

Members said...

- Survey needs executive level buy in and you need to take action after
- Uses GLINT to check-in and see how people are doing
- Receives lots of comments which is great. Need to issue surveys at "moments of truth"
- Used an [AI bot – "Amber"](#)