

# Research best practices



## **Focus on outcomes, not just outputs**

- Know what you want out of the research
- Use advanced statistics and regression to make your research actionable



## **Enlist executive sponsorship, including leaders and HR partners**

- Increases interview, focus group and survey participation
- Promotes alignment on assessment objectives
- Ensures actions will be taken on the results



## **Consider accessibility and translation issues**

- Computer access to non-wired employees in lieu of print surveys (print surveys add time and cost for data collection)
- For global companies, translate the survey into the top languages used for the company's engagement survey
- Have internal company review of the translations to ensure accuracy prior to survey launch



## **Put data into context**

- Segment by company, business units or other key demographics
- Provide comparative data, including from other organizations



## **Compare results year over year**



## **Organize results to be read in 3 minutes or less**



## **Engage stakeholders in identifying high priority results based on company and internal communication priorities**



## **Insist on taking action on your research, starting with communicating results and next steps to employees**