Tool D: Sample Key Words to Use During Roll Out

Suggested Actions	Sample Key Words
Introduce and set up the meeting. • Begin each session on a positive note. • Thank the employees for caring enough to fill out the survey, attend the session, and participate. • Be open and real to show your commitment to take action on the results.	*"On <Date> Employee Engagement Surveys went out to all employees of <Organization Name>. Employees answered <#> questions about how they felt about working here. <xx%> turned in the completed surveys. Thank you for caring enough to fill out the survey and responding so powerfully. I also appreciate you being here today to discuss the results together and for your participation.* *The goal of the survey was to determine how you felt about your job so that we could be more effective in future planning and decision making.* *We kept this a confidential process by using an outside firm to facilitate it. They gathered the data. We did not see a single response, only the results in statistical form.* *I consider this survey my report card. I have the responsibility to make sure we have the best people in this department...and that those people (you) are satisfied with your work."*
Present overall organization results.	*"The overall results for <Organization Name> were _____. (Use words that describe your results -- i.e. very positive, showed some exciting areas to improve, etc.) In every category, <Organization Name> employees reported that their level of engagement is _____. (Use words from your survey results – i.e. better than it was during the year prior, up by nearly 8% and 28% higher than the industry norm, etc.)"*
Celebrate strengths. Example: Present the 3 highest-ranked questions/areas in your department and allow staff to add to/delete from as appropriate. • Provide the results of the 3 highest scoring areas in a descriptive manner. • Use graphs and tables to add interest. • Give staff opportunity to explain the results where applicable.	*"Now let's look at the specifics of our own area, how we compare to the rest of the organization and identify ways to improve…" "Let's first look at the top 3 high-scoring areas…"* *"Did we miss anything or is there something new you would like to add?..."*
Discuss opportunities for improvement. Example: Present the 3 lowest-ranked questions in your department and allow staff to add to/delete from this list and come up with solutions.	*"Next let's review the top areas of concern…"* *"Here are the areas that you told me are the most important issues in this department, but I think some of you didn't fill out the survey, plus things could have changed. Let's read the three most important issues,*

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• Provide the results of the 3 lowest scoring areas in a descriptive manner. • Use graphs and tables to add interest. • Give staff opportunity to explain the results where applicable. (Spend time discussing problems but spend most of the time looking for solutions). • Allow the group to add to or delete from the list. • Ask the group to prioritize issues in order of importance.	*based on the survey results. But I also want to give everybody a chance to add to this list.* *Sally, do you have anything to add?* *Nancy, do you have anything to add?..."* ***If results are low:*** *"I want to tell you I'm disappointed. Obviously I'm not the leader that I want to be. But I want you to know that I'm committed to being a good leader. In fact, I'm going to get additional training in the areas you identified where I can improve. I do want to tell you that I'm committed to making this a better department and to being a good leader.* *I hope you'll help me…"* *"Help me understand, what specifically did you mean when they scored the item? . . ."*

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