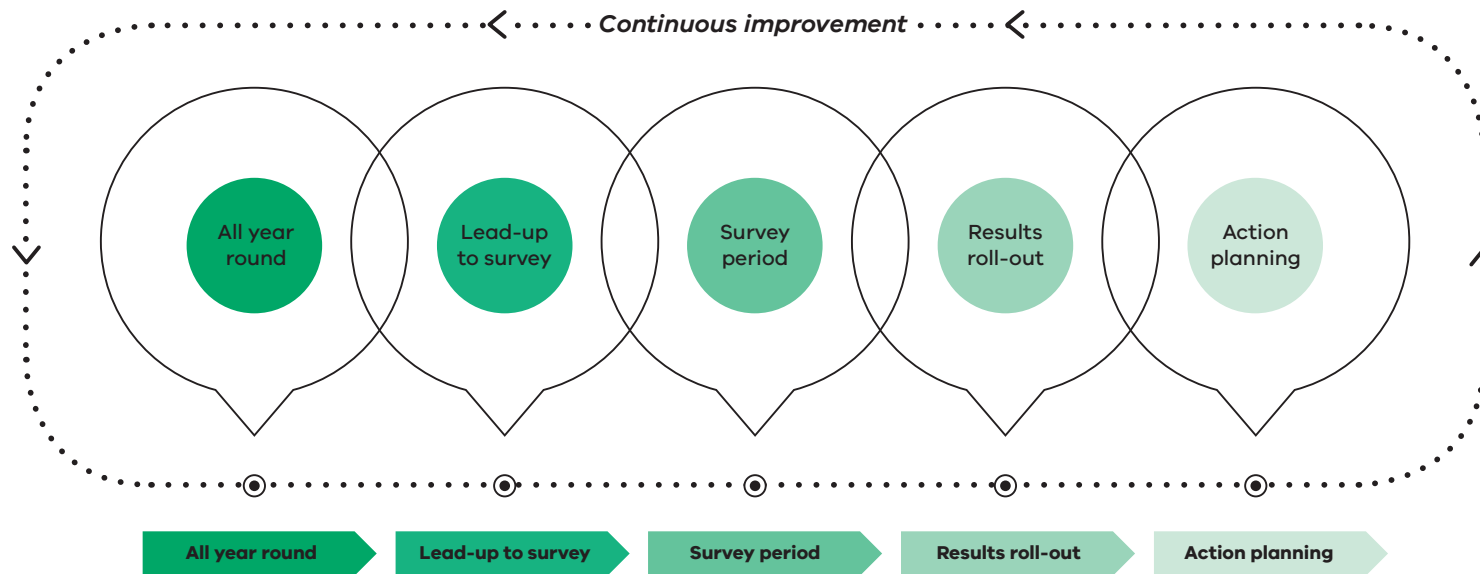


People Matter Survey Campaign Guide




Your guide to improving your People Matter Survey (PMS) engagement and results

Use the People Matter Survey Campaign Guide to help your organisation get the most out of the survey.

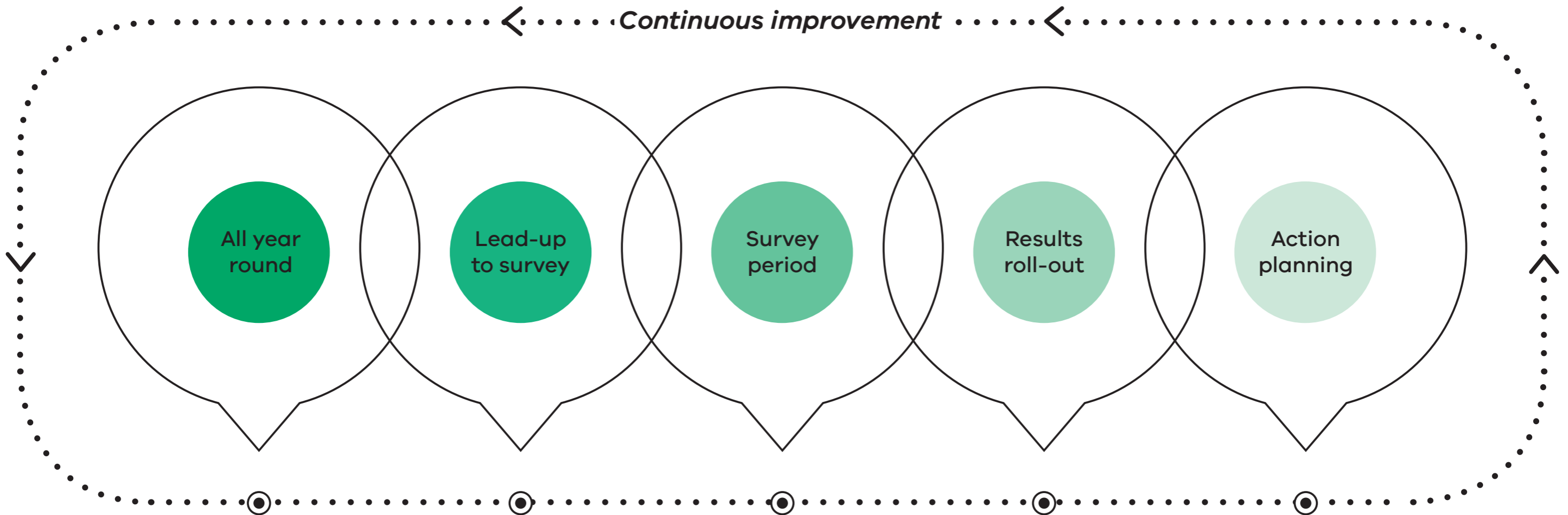
The guide is a suggested timeline of communication and engagement strategies to increase participation, improve results and create better workplaces. Adopting these strategies can help you demonstrate to employees a commitment to continuous improvement by linking actions directly to survey results. The survey is most valuable when it's embedded in your business, rather than being a standalone activity.

Your organisation's Survey Coordinator is crucial to a successful survey campaign. They can use this guide to maintain survey visibility in your communications, actions and strategies year-round and keep it front of mind at all organisation levels.

Campaign impact is cumulative – success is built on the actions of previous years. If employees see how their feedback has been turned into action between surveys, they're more likely to complete the survey each year. And if your actions are effective, you'll likely see an improvement in your results and workplace culture.

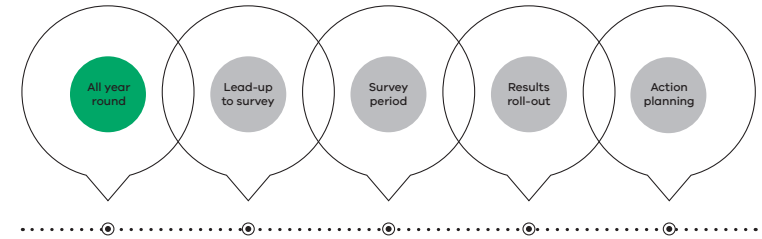
Many of the activities in the guide are supported by resources found on the Victorian Public Sector Commission (VPSC) website. Look for the  symbol to see where the VPSC can support your campaign.

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All year round	Lead-up to survey	Survey period	Results roll-out	Action planning
<ul style="list-style-type: none"> regularly mention PMS in your internal news and meetings connect all communications with PMS results maintain a team of survey champions 	<p>6 months before survey</p> <ul style="list-style-type: none"> start planning your campaign <p>3 months before survey</p> <ul style="list-style-type: none"> nail down the details <p>2 months before survey</p> <ul style="list-style-type: none"> start working with the VPSC Begin prepping your leaders <p>1 month before survey</p> <ul style="list-style-type: none"> lay foundations for your promotional campaign 	<p>2 weeks before survey</p> <ul style="list-style-type: none"> launch your promotional campaign <p>1 week before survey</p> <ul style="list-style-type: none"> ramp up your campaign <p>During survey</p> <ul style="list-style-type: none"> make the survey your #1 priority 	<p>Week following close of survey</p> <ul style="list-style-type: none"> close survey on a positive note <p>1 week after receiving results</p> <ul style="list-style-type: none"> analyse your results <p>4 weeks after survey</p> <ul style="list-style-type: none"> share survey results with all staff <p>6 weeks after receiving your results</p> <ul style="list-style-type: none"> focus on lower-level results 	<p>2 months after survey</p> <ul style="list-style-type: none"> begin planning action <p>3 months after survey</p> <ul style="list-style-type: none"> check and share your progress <p>6 months after survey</p> <ul style="list-style-type: none"> see how youre tracking mid-cycle – and share! <p>9 months after survey</p> <ul style="list-style-type: none"> Check and share your progress

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All year round

Communicate actions

- constantly link actions to PMS results
- regularly mention the survey and results at stand-ups and group meetings
- mention PMS in internal news monthly to promote actions taken/changes made
- connect internal communications with year-on-year results
- tailor communications to different divisions and regions
- ensure employees know official grievance procedures (so they don't use PMS as a reporting channel)

Form your PMS team

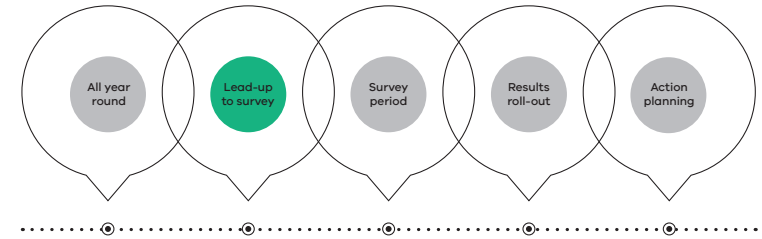
- assemble a team of survey champions (inc. some leaders)
- convene PMS action committees
- nominate a rep to join the [PMS Practitioner Network](#)

Embed PMS in business plans

- update action plans regularly
- monitor PMS action plans as part of business plan updates
- update all staff on action plans

Remember: at every opportunity, link actions with PMS results

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Lead-up to survey

6 months before survey:

- decide your survey dates (avoid clashes with other activities)
- confirm your Survey Coordinator
- check out [PMS website](#) and [resources](#) ◆
- convene survey champions to draft promotional plan

3 months before survey:

- decide on a personalised or generic survey invitation link
- clarify which workgroups staff belong to before compiling organisational composition to ensure accurate data
- tell staff which workgroups they belong to
- compile list of employee names and emails for survey invitations

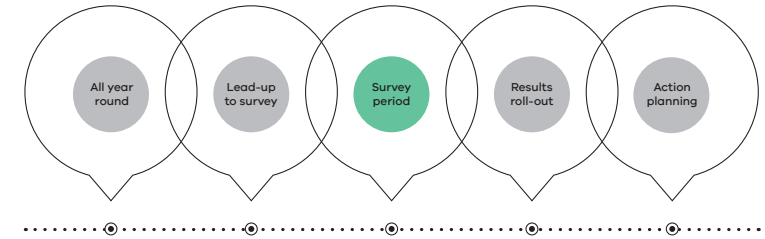
2 months before survey:

- attend PMS information webinar (Survey Coordinators) ◆
- submit organisational composition to VPSC
- draft any customised text for invitation and reminder emails
- review promotional collateral on [PMS website](#) and customise if necessary ◆
- start actively promoting PMS among senior leaders and work down to division, branch, workgroup and employees
- inform leaders of key PMS process dates and stages, and your survey dates
- make sure leaders understand and can explain [anonymity protections](#)

1 month before survey:

- submit employee names and emails to VPSC
- submit customised text for invitation and reminder emails to VPSC
- display VPSC PMS-branded posters in kitchens, elevators and other communal areas ◆
- brief executives on your PMS plan and ask them to filter down to reports

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Survey period

2 weeks before survey:

- begin active promotional activities
- ask managers, champions and other influencers to add PMS [signature block](#) to email signatures ◆
- give leaders tips on raising participation (chocolate rewards, freeing up time to complete survey, etc.)
- circulate messages from leaders (org level, branch level) stressing importance of having your say
- ensure messaging around anonymity is understood and communicated by leaders and survey champions

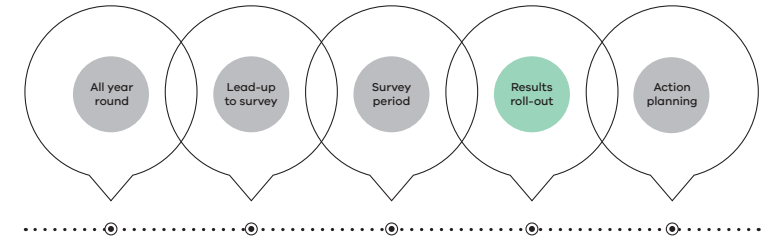
1 week before survey:

- send message from org head encouraging participation
- use [PMS participant PPT](#) at a staff presentation
- tailor communications to different divisions and regions
- give messaging templates to managers to use in their divisions/teams
- remind managers that survey is voluntary – encourage but don't pressure staff to participate

During survey:

- declare survey open in all-staff email and internal news
- keep PMS in the news to remind staff of related initiatives/actions
- mobilise survey champions to verbally encourage staff to participate and offer rewards (chocolates, etc.)
- create a division-level participation league table (shared among senior leaders only)
- update leaders on participation rates daily
- contact VPSC to extend survey window if necessary ◆

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Results roll-out

Week following close of survey:

- send email from org head thanking staff for participating
- repeat message in internal news
- announce when staff will hear results

1 week after survey:

- establish your org context and its effect on results
- combine PMS org-level data with other org data for greater context
- if org head shares free-text comments, analyse for further context (but don't view them in isolation)
- brief executives on key results/improvements/problem areas
- identify three focus areas for action – where you'll have the greatest impact (i.e. D&I)
- guide executives on what to share and when
- review [Practitioner Network](#) resources for interpreting results and planning action ◆

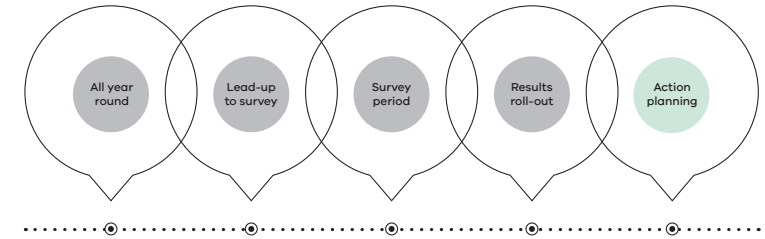
4 weeks after survey:

- share results with all staff
- communicate three action areas to staff
- leverage refreshed PMS results reports for presentations (mainly executive summary)
- use results matrix files to create heatmaps
- send email from org head on key survey themes (high level)
- hold all-staff forums in regional areas with regional results focus (if applicable)
- publish results summary on your intranet
- create posters/placemats showing results summaries at org and group level (overall results, benchmarked results, D&I results, etc.)

6 weeks after survey:

- create tailored reports for divisions/groups/teams with analysed results and comparator data
- assist division heads in briefing employees on group results/themes

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Action planning

2 months after survey:

- develop action plans based on three focus areas
- seek employee input into plans to ensure buy-in/effectiveness
- identify consistent strengths in high-/low-performing groups
- reach out to successful peers/comparator orgs; find out what is replicable
- build results-based action plans into business plans
- consult org development literature to show change is possible and replicable; share case studies
- large orgs: focus on exceptional results (high, low, big change); create a business-unit-level heatmap
- establish culture committees for central and local actions
- share action plans with staff

3 months after survey:

- review progress and impact of actions
- run a pulse survey on your three focus areas
- share pulse results with staff

6 months after survey:

- perform a mid-cycle review to gauge progress and impact of actions
- run another pulse survey
- produce mid-cycle progress paper on action plans
- share progress paper with staff

9 months after survey:

- review progress and impact of actions
- run another pulse survey
- share pulse results with staff