



Employee Survey

What Impact will a Crisis Have on Your Employer Brand?

There is a lot of uncertainty right now. Many organizations are trying to get their arms around what comes next with recruiting, retention, and engagement. When the dust settles, where will your employer brand stand? Many organizations will adopt a 'wait and see' approach. Your competitive advantage will come from your ability to move quickly. Now is the time to start understanding the impact this crisis has had on your employer brand and what plans you can put in place to recover when this is all over.

How We Can Help

Asking your employees what matters now will set you up most successfully for the future. Peering into the hearts and minds of your employees will illuminate critical information to build action. You need to truly understand your current state in order to move forward, gain momentum, and maintain employee advocates instead of antagonists.

EMPLOYEE SURVEY

An internal survey to get a pulse on employee sentiment

OUR APPROACH

Intake Call and Data Collection	Understand your current state and concerns so we can best formulate the approach and question set.
Survey Development	Develop a survey of approximately 20-30 questions (~10 minute survey) to understand the sentiment of employees. Topics may include sources of influence, sentiment around the company, economy, and expectations from employers.
Survey Deployment	Load and track survey using exaqueo's survey tool; target a response rate of 15%-20% from a representative cross-section of employees.
Learnings and Recommendations	Provide a report of survey learnings and insights as well as recommendations for proceeding with an action plan.
Project Management	Includes a rapid timeline and ongoing project management support.

Don't just talk about it. Let's get started, together.

Every organization should have a true understanding of their employer brand reputation and a strategic plan to bring the best employment experience to life. We have the niche expertise to help you. Contact our CEO, Susan LaMotte, via susan@exaqueo.com or (202) 276-1086 to get started.



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