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Workplace Culture Survey Planning Checklist

A practical guide for planning, launching, and acting on workplace culture surveys that deliver honest feedback and meaningful culture improvements.

Prepared by CultureMonkey

Why this checklist matters

Running a workplace culture survey is not just about asking questions. The real value comes from designing the survey thoughtfully, building trust in the process, and turning employee feedback into visible action. Use this checklist before your next survey launch to avoid common mistakes and improve the quality of responses.

1. Define the purpose of the survey

Identify the main goal of the survey before writing any questions.

Decide whether you want to assess workplace culture, leadership trust, communication, or employee experience.

Align the survey objective with business priorities and culture initiatives.

Clarify how survey insights will be reviewed, shared, and acted upon.

Ensure leadership is committed to responding to feedback after the survey closes.

2. Choose the right survey format

Decide whether a full culture survey or a lighter pulse approach is the better fit.

Choose a survey tool that supports anonymous participation and secure data handling.

Make sure the survey works well on both desktop and mobile devices.

Confirm the survey format works for office, remote, and frontline employees.

Check whether multilingual access is needed for distributed or global teams.

3. Design better survey questions

Use clear, neutral wording that employees can understand quickly.

Include both rating-scale and open-ended questions to capture context.

Cover essential culture areas such as leadership, communication, recognition, trust, inclusion, and collaboration.

Avoid repetitive or leading questions that bias responses.

Keep the survey short enough to avoid fatigue and drop-off.

4. Communicate the survey well

Explain why the workplace culture survey is being run and why participation matters.

Clearly state how anonymity and confidentiality are protected.

Tell employees how long the survey will take to complete.

Share when results will be communicated and how follow-up will happen.

Encourage honest responses by reinforcing that feedback will influence action.

5. Improve participation

Send a clear launch message with the survey deadline and purpose.

Use reminders during the survey window without over-messaging employees.

Make access simple for all employees, including frontline and shift-based teams.

Ensure managers understand their role in encouraging participation, not influencing responses.

Track response rates by team or location to identify participation gaps early.

6. Analyze results carefully

Look for recurring themes and patterns, not isolated comments.

Break results down by team, function, level, or region where appropriate.

Highlight areas of strong cultural alignment as well as concern.

Review open-ended feedback for qualitative insights behind the scores.

Compare results against previous survey cycles or internal benchmarks where available.

7. Turn feedback into action

Share key results transparently with employees and managers.

Prioritize a small number of high-impact improvements instead of too many actions at once.

Assign owners for each action item and define timelines.

Update employees regularly on the progress of improvements.

Use future surveys to measure whether the actions improved employee experience.

Common workplace culture survey mistakes to avoid

Running surveys without a clear action plan. Employees notice when feedback is collected but nothing changes.

Making the survey too long. Long questionnaires reduce completion quality and increase fatigue.

Using unclear or biased wording. Poorly phrased questions distort results.

Failing to explain anonymity. If employees do not trust the process, feedback becomes less honest.

Sharing vague results. Generic summaries lower confidence in the process and reduce future participation.

Quick self-assessment

Do employees trust that their feedback will remain anonymous?

Is leadership prepared to act on the survey results?

Do managers know how they will be expected to respond after the survey?

Will results be shared transparently with employees?

Is there a plan to measure improvement over time?

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How CultureMonkey helps run better workplace culture surveys

CultureMonkey helps teams move beyond collecting responses. From anonymous participation to multilingual access and action planning, the platform is designed to make workplace culture surveys easier to run and more useful to act on.

Run anonymous workplace culture surveys with confidence

Support multilingual survey participation across distributed teams

Surface employee sentiment with AI-powered insights

Track manager follow-up and action planning after the survey

Turn workplace culture feedback into measurable improvements

Run workplace culture surveys with more confidence

Launch anonymous, multilingual workplace culture surveys, surface employee sentiment faster, and turn feedback into clear next steps for managers.

Book a demo

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