

# eNPS Question Bank

72 questions across 9 categories

For HR leaders, people managers, and executives measuring employee loyalty and building action plans from survey data.

CultureMonkey | culturemonkey.io | 2026

## HOW TO USE THIS BANK

### Three rules for every survey cycle

- Rule 1** **Never exceed five questions per cycle.** Start with the anchor question (Q1). Add two to four questions from the category most relevant to your current business goal. Keeping surveys short protects response rates and data quality.
- Rule 2** **Never mix more than two categories.** Pick the goal that matters most right now and go deep on that one category. Mixing too many categories produces data you cannot act on.
- Rule 3** **Always guarantee anonymity.** Communicate that responses are anonymous before the survey launches. Anonymity is the single biggest driver of honest responses and high participation rates. Enforce minimum group thresholds (typically five respondents) before showing team-level results to managers.

## QUESTION SELECTION FRAMEWORK

### Match your goal to the right category

Your goal	Category to use	What it tells you
Understand why overall eNPS dropped	Follow-up + Company direction	Surfaces the primary driver and whether strategic misalignments are the cause
Identify if a manager is causing Detractor scores	Manager effectiveness	Exposes team-level issues invisible in company-wide scores
Diagnose early attrition risk	Wellbeing + Recognition	Catches burnout signals and recognition gaps before they lead to attrition
Check if remote employees feel disconnected	Remote and hybrid teams	Reveals friction specific to distributed work
Run a DEI audit on eNPS data	Diversity, equity, and inclusion	Identifies groups disproportionately concentrated among Detractors
Assess whether employees see a future in their role	Career development	Measures intent to stay, a leading indicator of voluntary reassignment

Understand culture-driven disengagement	Culture and belonging	Predicts passive disengagement before attrition becomes
Check alignment with company strategy	Company direction	Identifies Passives vulnerable to competitor approaches
Run a standard quarterly pulse	Anchor + 2 from Follow-up	Three questions max, clean trend line, high response rate

### QUALITY CHECK

## What makes a bad eNPS question?

Most eNPS surveys fail not because of the score calculation but because of weak follow-up questions. A bad question produces noise. A good question produces a diagnosis.

<p><b>BAD: Too vague to act on</b></p> <p><b><i>"Are you satisfied with the company?"</i></b></p> <p>A score of 4 out of 10 tells you nothing about whether the problem is pay, management, culture, or workload. You cannot build an action plan from a vague sentiment score.</p>	<p><b>GOOD: Specific and open-ended</b></p> <p><b><i>"What is the primary reason for the score you gave?"</i></b></p> <p>Forces the employee to name the actual driver. Produces qualitative data you can group into themes and address with targeted action.</p>
<p><b>BAD: Leading question</b></p> <p><b><i>"Don't you think the company does a great job supporting employees?"</i></b></p> <p>The phrasing suggests the correct answer is yes, pushing employees toward positive responses regardless of how they actually feel. Produces inflated, unreliable data.</p>	<p><b>GOOD: Neutral phrasing</b></p> <p><b><i>"How well does the company support employee mental health and psychological safety? (0 to 10)"</i></b></p> <p>Neutral wording, specific dimension, produces a score that can be tracked and benchmarked without bias baked into the question.</p>
<p><b>BAD: Double-barreled</b></p> <p><b><i>"How satisfied are you with your manager, team, workload, and career growth?"</i></b></p> <p>Asks four different things in one question. The employee has to pick one to answer mentally. You have no idea which one they chose. Data is unusable.</p>	<p><b>GOOD: One dimension, one score</b></p> <p><b><i>"How clearly does your manager communicate priorities and expectations? (0 to 10)"</i></b></p> <p>One dimension, one score. You know exactly what a low rating means and which conversation to have to address it.</p>

### SCORING GUIDE

## eNPS formula and score ranges

$$\text{eNPS} = ((\text{Promoters minus Detractors}) \text{ divided by Total Respondents}) \times 100$$

Score range	Signal	Recommended action
Below 0	Critical	Immediate qualitative investigation. Do not wait for the next survey cycle.
0 to 10	Marginal	Identify and convert Passives. Diagnose the top Detractor driver within 30 days.

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10 to 30	Healthy	Maintain listening cadence. Focus on Passive-to-Promoter conversion.
30 to 50	Strong	Activate Promoters as culture ambassadors. Protect the score through consistent action.
Above 50	Excellent	Benchmark against your own trend over time. Share results to strengthen employer brand.

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#### CATEGORY 1

### Anchor question

This is the only question that produces the official eNPS score. Use it in every survey cycle without changing the wording. Consistency is required for benchmarking over time.

- Q1** On a scale of 0 to 10, how likely are you to recommend this company as a great place to work?  
Scale (0 to 10) — Required in every survey
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#### CATEGORY 2

### Follow-up and open probes

Ask these immediately after the anchor score. These are the most important follow-up questions because they explain why the score is what it is. Always include at least one open-ended question.

- Q2** What is the primary reason for the score you gave?  
Open-ended
- 
- Q3** What is the one thing we could change to improve your experience here?  
Open-ended
- 
- Q4** Is there any specific factor that currently prevents you from recommending this company to others?  
Open-ended
- 
- Q5** Has your overall experience at this company improved over the past six months?  
Scale (0 to 10)
- 
- Q6** How closely has the company met your expectations since joining?  
Scale (0 to 10)
- 
- Q7** Would you say this company is a more attractive employer than its direct competitors?  
Scale (0 to 10)
- 
- Q8** Do you see yourself still working here in three years?  
Scale (0 to 10)
- 
- Q9** Have recent organizational changes improved, worsened, or had no effect on your experience?  
Scale (0 to 10)
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### CATEGORY 3

## Manager effectiveness

Manager-level Detractors are often invisible in company-wide scores. These questions expose team-specific issues before they drive attrition. Segment results by manager for maximum diagnostic value.

**Q10** How helpful is your manager when you face a challenge at work?

Scale (0 to 10)

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**Q11** How clearly does your manager communicate priorities and expectations?

Scale (0 to 10)

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**Q12** How fairly does your manager recognize your contributions?

Scale (0 to 10)

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**Q13** How approachable and responsive is your manager to your ideas and concerns?

Scale (0 to 10)

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**Q14** How effective is your manager at communicating the company's overall direction?

Scale (0 to 10)

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**Q15** How satisfied are you with the quality of feedback you receive from your manager?

Scale (0 to 10)

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**Q16** How likely are you to recommend your team as a great place to work?

Scale (0 to 10)

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**Q17** What is one thing your manager could do differently to better support your growth?

Open-ended

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### CATEGORY 4

## Culture and belonging

Culture questions reveal whether employees feel psychologically safe, connected, and aligned with company values. Low scores here predict passive disengagement before attrition becomes visible in your data.

**Q18** Do you feel the company genuinely prioritizes employee wellbeing and a positive workplace culture?

Scale (0 to 10)

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**Q19** How well do the company's stated values reflect its day-to-day operations?

Scale (0 to 10)

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**Q20** Do you feel your personal values align with the company's values?

Scale (0 to 10)

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**Q21** How satisfied are you with the level of collaboration and teamwork within your department?

Scale (0 to 10)

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**Q22** Do you feel empowered to voice your opinions and ideas within the organization without fear?  
Scale (0 to 10)

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**Q23** How satisfied are you with the communication channels available for raising concerns?  
Scale (0 to 10)

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**Q24** How well does the company handle feedback from employees once it is submitted?  
Scale (0 to 10)

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**Q25** Do you feel the company creates a genuine sense of community among employees?  
Scale (0 to 10)

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**Q26** How satisfied are you with the company's transparency around major decisions and changes?  
Scale (0 to 10)

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**Q27** How effective do you find the company's conflict resolution process?  
Scale (0 to 10)

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**Q28** What do you value most about working here, and what do you value least?  
Open-ended

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#### CATEGORY 5

### Career development and growth

Lack of growth is one of the top three drivers of voluntary resignation. These questions identify whether employees perceive a future at the organization, a leading indicator of intent to stay.

**Q29** Are you satisfied with the career growth and development opportunities this company provides?  
Scale (0 to 10)

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**Q30** Do you have a clear understanding of your career path within this organization?  
Scale (0 to 10)

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**Q31** How well does the company support your professional development through training or external certifications?  
Scale (0 to 10)

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**Q32** Do you feel your skills and talents are being well utilized in your current role?  
Scale (0 to 10)

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**Q33** How satisfied are you with the effectiveness of the performance feedback and evaluation process?  
Scale (0 to 10)

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**Q34** Do you believe your role contributes meaningfully to the company's overall success?  
Scale (0 to 10)

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**Q35** Do you feel the company supports your long-term career goals, not just your current role?  
Scale (0 to 10)

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**Q36** How satisfied are you with the opportunities available to contribute to meaningful projects?

Scale (0 to 10)

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**Q37** Does the company provide adequate opportunities for networking and mentorship internally?

Scale (0 to 10)

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**Q38** What would make you more confident about your future growth at this company?

Open-ended

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## CATEGORY 6

### Wellbeing and workload

Burnout does not announce itself. Employees experiencing structural overload tend to become Passives before becoming Detractors. These questions catch the signal early, before it shows up in your attrition data.

**Q39** Do you feel your workload is consistently manageable and reasonable?

Scale (0 to 10)

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**Q40** How well does the company respect your work-life balance?

Scale (0 to 10)

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**Q41** How satisfied are you with the flexibility of your work schedule or remote work arrangements?

Scale (0 to 10)

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**Q42** How well does the company support employee mental health and psychological safety?

Scale (0 to 10)

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**Q43** How satisfied are you with the benefits and health perks the company offers?

Scale (0 to 10)

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**Q44** How well does the company support employees working remotely or in hybrid arrangements?

Scale (0 to 10)

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**Q45** How satisfied are you with the overall physical work environment and facilities?

Scale (0 to 10)

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**Q46** Do you feel that leadership genuinely cares about your wellbeing outside of work performance?

Scale (0 to 10)

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**Q47** What is the biggest source of stress in your role right now, and what would reduce it?

Open-ended

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## CATEGORY 7

### Recognition and compensation

Recognition gaps are one of the fastest routes from Passive to Detractor. These questions identify whether effort is being acknowledged and whether compensation feels equitable.

**Q48** How well does the company recognize and reward your individual contributions?

Scale (0 to 10)

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**Q49** How satisfied are you with the team and individual recognition programs currently in place?

Scale (0 to 10)

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**Q50** Do you feel your work is genuinely appreciated by your peers and direct team?

Scale (0 to 10)

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**Q51** How satisfied are you with how the company communicates pay decisions and compensation structure?

Scale (0 to 10)

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**Q52** How fairly are promotion decisions made relative to performance and contribution?

Scale (0 to 10)

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**Q53** How willing are you to go above and beyond for this company in your current role?

Scale (0 to 10)

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**Q54** What form of recognition would be most meaningful to you personally?

Open-ended

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## CATEGORY 8

### Diversity, equity, and inclusion

Segmenting eNPS by demographic group reveals whether certain employee populations are disproportionately concentrated among Detractors. Always ensure full anonymity before deploying these questions.

**Q55** How included do you feel in team decisions, regardless of your background or identity?

Scale (0 to 10)

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**Q56** How satisfied are you with the company's active efforts to foster diversity and inclusion?

Scale (0 to 10)

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**Q57** How fairly are growth and promotion opportunities distributed across different employee groups?

Scale (0 to 10)

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**Q58** How safe do you feel raising concerns about discrimination or exclusion without fear of retaliation?

Scale (0 to 10)

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**Q59** How well does the company foster a genuine sense of belonging among employees from all backgrounds?

Scale (0 to 10)

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**Q60** Do you feel your voice carries equal weight to colleagues with different backgrounds or roles?  
Scale (0 to 10)

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**Q61** What is one specific action the company could take to make the workplace more equitable for everyone?  
Open-ended

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#### CATEGORY 9

### Remote and hybrid teams

A company-wide eNPS score can mask a significant gap between office-based and remote employees. These questions surface the specific friction points of distributed work that a generic anchor score cannot detect.

**Q62** How well does the company support your ability to do your best work from your current location?  
Scale (0 to 10)

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**Q63** How connected do you feel to your team and company culture despite working remotely?  
Scale (0 to 10)

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**Q64** How effectively does leadership communicate across time zones and distributed locations?  
Scale (0 to 10)

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**Q65** How satisfied are you with the digital tools provided for remote collaboration?  
Scale (0 to 10)

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**Q66** Do you feel equally visible and considered for opportunities compared to office-based colleagues?  
Scale (0 to 10)

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**Q67** What is the single biggest friction you face working remotely, and what would resolve it?  
Open-ended

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#### CATEGORY 10

### Company direction and strategy

Strategic misalignment is an underdiagnosed driver of passive disengagement. Employees who do not see a credible company direction become Passives who are vulnerable to competitor approaches.

**Q68** Do your personal career goals feel aligned with the direction the company is heading?  
Scale (0 to 10)

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**Q69** Does the company genuinely encourage and act on ideas from employees at all levels?  
Scale (0 to 10)

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**Q70** How satisfied are you with the company's investment in tools and technology to support your work?  
Scale (0 to 10)

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**Q71** How confident are you in the leadership team's ability to navigate challenges ahead?

Scale (0 to 10)

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**Q72** What would make you feel more excited about where this company is heading?

Open-ended

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