

## **Checklist:** Formulate goal-oriented questions

tone corresponds to the corporate culture (literally vs. more relaxed, "you" vs. "you")	
Questions are short and concise	
A generally understandable choice of words. Avoid foreign words and abbreviations,	
Edit one topic per question	

YOU ARE **CONVINCED** AND WOULD LIKE TO START AN **EMPLOYEE** SURVEY? **WE ARE** HAPPY TO ADVISE YOU.



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