

SUCCESS FACTORS FOR THE NEW EMPLOYEE SURVEY COMPARED TO CLASSICAL METHODS

	CLASSIC EMPLOYEE SURVEY		EMPLOYEE SURVEY 2.0
PREPHASE	no actionable definition of objectives	GOAL	Goal clearly defined
	Measuring the actual situation		Improve the actual situation
RESPONSIBILITY	management	originator	Executives bear responsibility
	HR or nobody	steps	coworker
	top-down	deposit	bottom-up
COMMITMENT	30 minutes	life	3 minutes
	50 questions & different scales	girt	5 questions & target group query
	Annual, rarer	rate	weekly, monthly
	Paper Pencil, PC	data medium	weekly, monthly