



# Emergency response survey templates

Gather feedback from your people and have  
their concerns help inform your strategy

# Why collect employee feedback at this time?

This is an unprecedented, critical time for organizations globally. Collecting information from your people will help inform next steps you can take as an organization during COVID-19 pandemic.

Employee experience is one of the most important business considerations during tough times, when an organization's commitment to its employees is laid bare. Employees are especially keyed to issues such as which benefits get cut first, and whether sacrifices are fairly distributed between units and levels. They are also likely adjusting to completely new ways of working.

It's crucial for leaders, whose focus is on business continuity, to listen to the concerns of their employees at this time.

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## What to consider when collecting employee feedback

There are some key things to think about before collecting feedback from employees, i.e., sending a survey.

1. Only ask questions that you are willing to take action on (except for Outcome Index questions – see next paragraph for details).
2. Use a 5-point agreement scale (Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree).
3. Understand that the data is a starting point for conversations, not the end point.
4. Tailor the questions from our templates to suit the context and needs of your organization.

## An important note on Company Confidence as the Outcome Index

The Outcome Index – in this case the Company Confidence section at the start of the survey templates – is a lag indicator and you cannot directly impact it, i.e., you cannot specifically change how people feel about those questions. All of the other questions are things that contribute to the Outcome Index / Company Confidence (lead indicators).

## Which survey to use

The '**Emergency Response – COVID-19 Survey**' and '**Pulse Survey Example**' are designed for the current situation. The full COVID-19 Survey can be used to establish a baseline followed by more frequent pulsing to check-in with employees using less questions. The COVID-19 Survey should take around 4 minutes to complete and a 10 question pulse survey should take less than 2 minutes.

The '**Emergency Response – Extended Survey**' is intended to gain a full understanding of how your employees feel about any fast-changing and/or emergency situation – such as the COVID-19 Pandemic. It contains additional questions for most factors, including leadership, role enablement and communication, providing you with a wider pool of questions to select from. You will get a baseline to then track sentiment over time if you choose to launch ongoing pulse surveys. It should take around 8 minutes to complete.

## **How to launch the Emergency Response/COVID-19 Pulse surveys**

If you're launching the survey outside of the Culture Amp platform, there are a number of free tools available online for collecting feedback. Copy and paste the relevant survey questions for your organization into your chosen platform for collecting data.

### **Open text questions**

If you choose to ask open text questions, it's best to place these at the end of the survey so as not to interrupt the respondent's flow. Reviewing comments from any open text questions are important as employees will tell you what hurts in a crisis. Often it's less about the crisis itself and more about how they are treated during the change. Comments can surface rumors and stories employees are telling themselves, social media and reporters about what's happening. Use employee feedback to help you control the narrative.

### **What to do with the results**

Digesting results can seem overwhelming, however, it's important to not try to action too many things at once. Focus on the main items or factors (groups of questions) you can action quickly. It's good to look for 'low hanging fruit' so that employees can see that their feedback has been taken on board. This will mean they are more likely to continue providing feedback if you choose to collect more feedback.

### **Above all else, communicate, communicate, communicate...**

- Why you're collecting feedback at this time
- What you're doing based on the results
- How you intend to do things in this new way of working

Employees can't expect you to have all the answers during these unprecedented times, however you can still communicate even if it's to inform them about the process you are working on, for example, "We still don't have an ideal answer to this situation, but we are working very hard to find one" is better than not saying anything, which is yet better than spreading misinformation.

Finally, thank your employees for taking the time to provide feedback.

**Survey Type: Emergency Response – COVID-19 Survey**
**Gather feedback from your people during this fast-changing situation and have their concerns help inform your strategy.**

This adapted version of our extended *Emergency Response* survey template is designed specifically for use during the COVID-19 Pandemic.

It's appropriate for your entire workforce and can be used to gather a baseline, followed by regular pulsing using a shorter question set (see *COVID-19 Pulse Survey Example*). Like all of Culture Amp's templates, you're encouraged to edit and add questions to suit your company's unique context and needs.

[Learn more on the Culture Amp blog](#)

[Find more resources at culturefirst.com/resilience](https://culturefirst.com/resilience)

Survey Factor	Question
Company Confidence	I have confidence in my company's response to the COVID-19 Pandemic
Company Confidence	My company is making sufficient adjustments to deal with COVID-19 Pandemic
Company Confidence	My company is supporting employees during the COVID-19 Pandemic
Leadership	The leaders at my company are appropriately visible/accessible during the COVID-19 Pandemic
Leadership	I believe the leaders at my company are making effective decisions regarding the COVID-19 Pandemic
Communication and Awareness	We are receiving timely communications from my company about the COVID-19 Pandemic
Communication and Awareness	I know where to find my company's most up-to-date COVID-19 Pandemic policy
Communication and Awareness	I understand my company's most recent policy for [travel/flexible working/quarantine/reimbursement etc.]
Business Continuity	We are adapting well to changes in work conditions (i.e. remote work)
Business Continuity	I am confident in my company's ability to support our customers throughout the COVID-19 Pandemic
Role Enablement	I feel safe carrying out my role during the COVID-19 Pandemic
Role Enablement	I have what I need (i.e space set-up, internet connection) to effectively work remote
Role Enablement	I am able to access the work systems/technology I need to do my role remote
Wellbeing and Health	My manager is regularly checking in with how I am doing (not just work related)
Wellbeing and Health	I have been treated fairly by my colleagues during the COVID-19 Pandemic
Wellbeing and Health	I know what I need to do to keep safe and healthy during the COVID-19 Pandemic
Wellbeing and Health	I feel equipped to manage both personal and work demands right now
Wellbeing and Health	We are staying connected as a team/colleagues during the COVID-19 Pandemic
Support	I know where to raise concerns or queries I have in relation to the COVID-19 Pandemic
Support	What is one thing our company could do right now to better support employees during the COVID-19 Pandemic?

### Survey Type: Emergency Response – COVID-19 Pulse Survey Example

**Gather feedback from your people during this fast-changing situation and have their concerns help inform your strategy.**

This 10 question survey is an example pulse designed for regular (weekly or monthly) surveying and based on the most critical questions from our full *COVID-19 Survey*. Like all of Culture Amp's templates, you're encouraged to edit and add questions to suit your company's unique context and needs.

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Survey Factor	Question
Company Confidence	I have confidence in my company's response to the COVID-19 Pandemic
Company Confidence	My company is supporting employees during the COVID-19 Pandemic
Leadership	The leaders at my company are appropriately visible/accessible during the COVID-19 Pandemic
Leadership	I believe the leaders at my company are making effective decisions regarding the COVID-19 Pandemic
Communication and Awareness	We are receiving timely communications from my company about the COVID-19 Pandemic
Communication and Awareness	I understand my company's most recent policy for [travel/flexible working/quarantine/reimbursement etc.]
Adaptation	We are adapting well to changes in work conditions (i.e. remote work)
Adaptation	I have what I need (i.e space set-up, internet connection) to effectively work remote
Connections	My manager is regularly checking in with how I am doing (not just work related)
Connections	We are staying connected as a team/colleagues during the COVID-19 Pandemic
Comments	What is one thing our company could do right now to better support employees during the COVID-19 Pandemic?

**Survey Type: Emergency Response – Extended Survey**

**Gather feedback from your people during any fast-changing or emergency situation.**

The extended *Emergency Response* survey template provides an in-depth understanding of critical people and business needs during a fast changing or emergency situation. It's appropriate for your entire workforce and can be run standalone or a part of a broader feedback survey.

*Like all of Culture Amp's templates, you're encouraged to edit and add questions to suit your company's unique context and needs.*

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Survey Factor	Question
Company Confidence	I have confidence in my company's response to [SITUATION]
Company Confidence	I believe that my company has made sufficient preparations for [SITUATION]
Company Confidence	My company has been proactive in their response to [SITUATION]
Company Confidence	My company is supporting employees during [SITUATION]
Company Confidence	I have confidence in my company's ability to navigate through [SITUATION]
Leadership	The leaders at my company have been appropriately visible/accessible during [SITUATION]
Leadership	The leaders at my company are keeping people informed about our company's response to [SITUATION]
Leadership	The leaders at my company are providing a sense of stability during [SITUATION]
Leadership	I believe the leaders at my company have made effective decisions regarding [SITUATION]
Communication	We are receiving timely communications from my company about [SITUATION]
Communication	The communications I have received from my company on [SITUATION] have been relevant for me
Communication	The communications I have received from my company on [SITUATION] have been helpful
Communication	The communications I have received from my company on [SITUATION] have been reassuring
Policy	I am aware of my company's [new/updated] policy in response to [SITUATION]
Policy	We are kept well-informed about updates to my company's [SITUATION] policy and approach
Policy	I know where to find my company's most up-to-date [SITUATION] policy
Policy	I understand my company's policy towards [travel/flexible working/quarantine etc.] during [SITUATION]
Business Continuity	I am confident we will be able to adequately support our customers during [SITUATION]
Business Continuity	I believe my company is taking appropriate steps to minimize disruption to our business during this time
Business Continuity	I believe my company is adequately prepared for its employees to work remotely
Business Continuity	I believe people here will be able to adapt quickly to changing work conditions (i.e. remote work)
Role Enablement	I feel safe carrying out my role during [SITUATION]
Role Enablement	I am confident I can deliver in my role during [SITUATION]
Role Enablement	I am able to make use of flexible working arrangements
Role Enablement	I have the flexibility in my work schedule to enable me to look after family/dependants should I need to
Leadership	The leaders at my company have demonstrated that employee health and wellbeing are a top priority
Fairness	My company has treated people from all backgrounds fairly during [SITUATION]
Management	My manager has checked in on me in relation to [SITUATION]
Management	My manager genuinely cares about my wellbeing
Fairness	I have been treated fairly by my colleagues during [SITUATION]
Role Enablement	I understand my health and safety responsibilities in relation to [SITUATION]
Support	I know where to raise concerns or queries I have in relation to [SITUATION]
Support	If I raised a concern about my company's response to [SITUATION] I feel it would be listened to
Support	I know who to talk to if I need support in relation to [SITUATION]
Comments	What has been good about our company's response to [SITUATION]?
Comments	What else could our company do to better support employees during [SITUATION]?