

# Iterate Survey Playbook

---

The iterate survey serves one main purpose: to obtain solid data that lets you know how your solution has resonated with your target audience, and what is still needed to perfect it.

# Getting Started

**A good iterate survey should let you know exactly what to prioritise and update in your iterate phase. You can send this to your original focus groups from the discover phase, 'live' users of the solution, or a combination of both.**

Use a survey tool that works best for you. MS Forms, SurveyMonkey etc. It doesn't matter. As long as you know how to use it and can analyse the data from the survey, you're good to go.

Use a variety of question types in order to get the most from your survey. Likert scales are particularly useful for getting hard stats about how people feel, and free text opinions and feedback can also be valuable.

The example questions on the next three pages were used to gauge the effectiveness of an induction event for a company. Participants were presented with these statements before and after the event to gauge how some key behaviours had changed after the deployment of the solution.



# Thinking Survey Questions

01

I am eager to learn.

---

02

I feel confident asking questions.

---

03

I feel confident I can adapt to different situations.

---

04

I am confident I can maintain a good balance of work and home life.

---

05

I respect the experience and expertise of my colleagues.

---

06

I know what to expect from the next few weeks/months at The Company.

---

07

I've made the right choice joining The Company.

---

08

I am responsible for my own career.

---

09

I am proud to represent The Company

---

10

I understand how I can contribute to The Company's success.

---

# Feeling Survey Questions

01

I collaborate effectively.

---

02

I feel comfortable when meeting new people for the first time.

---

03

I respect different points of view.

---

04

I feel comfortable in a professional/business environment.

---

05

I actively contribute to discussions.

---

06

I feel confident speaking out if I see something wrong.

---

07

I feel comfortable bringing my whole self to work.

---

08

I feel comfortable when expressing my own points of view.

---

09

I feel focused when at work.

---

10

I am comfortable with working from home culture.

---

# Doing Survey Questions

01

I am able to influence others.

---

02

I am able to build networks effectively.

---

03

I feel confident writing reports.

---

04

I give feedback regularly.

---

05

I can ask good questions in meetings.

---

06

I practice active listening in meetings.

---

07

I can articulate my personal brand.

---

08

I feel confident writing professional business emails.

---

09

I am present and professional in meetings.

---

10

I feel confident presenting.

---

# Approach

Whilst this applies to a particular induction experience, you can tweak these statements as you like for your own iterate surveys. We put these statements in categories related to what we aimed for participants to think, feel and do after the event and placed them on a Likert scale of:

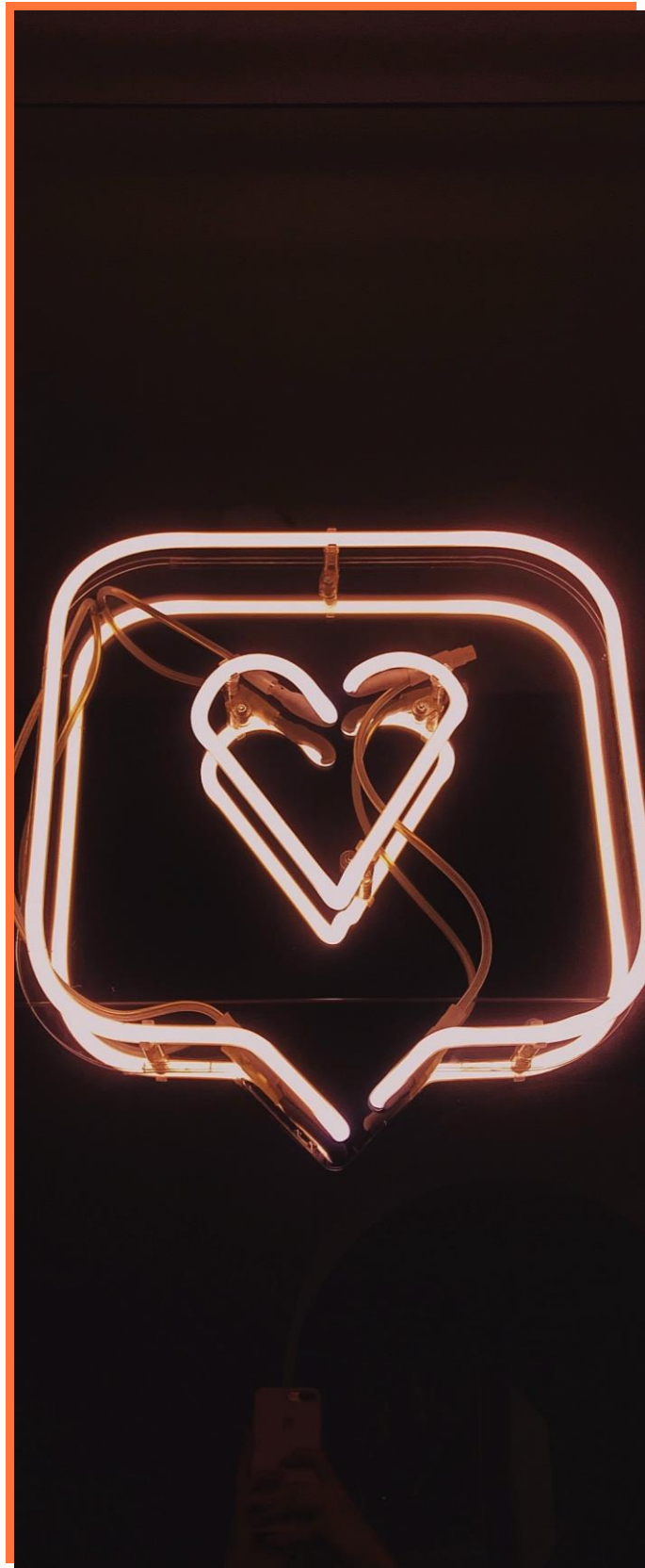
- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

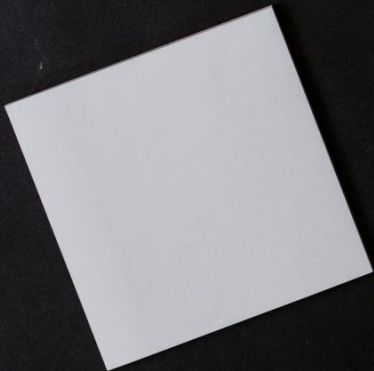
We also asked the following two questions:

**“How likely are you to recommend the solution to a friend or colleague.”**

A Net Promoter score is a useful benchmark that you can use across all your solutions. We ask the following question to calculate this, with a scale of 1-10.

In this example **we also asked which business unit/department that respondents were in**, so we could contrast and compare how this differed across the business.





© 2021 Solvd Together LTD

Solvd Together LTD grants you an irrevocable, nonexclusive, worldwide copyright license to download, copy, modify, distribute, perform, and use 5Di Solvd documents from Solvd Together LTD for free, excluding for commercial purposes.

This license excludes the right to compile the documents and their contents to replicate a similar or competing service.