

6 Steps You need to Do to Get Every Brain in The Game

1. **Create your own team-member questionnaire:** *To do this, write down all the questions they have about your team's perceptions? What do you want to know from your team members? See Sample Questions Sheet*
2. **Create a cover letter that will accompany your team-member survey.** *See Sample cover letter the academy documents*
3. **Once you and your executive team have gone through the survey results, please create a "full-report" for your team.** *Remind them of the questions and then provide them everyone's anonymous answers to each of the questions so people can (1) see their own answers and know that you considered them, and (2) so people can learn what other people on the team think about things. This report should also include a listing of "next steps" that you and your executive team are going to take to address each of the issues that you deemed important and of high priority. For any issues or suggestions made that you're not going to act on, please address those in the full-report by letting everyone know why you're not going to address those particular issues at this time (or ever).*
4. **Make sure you and your executive team live up to the promises you made in the full-report!** *If you don't, you'll lose credibility with your team. You'll also miss a huge opportunity to improve your company. If you're keeping an "Opportunities List" (discussed in detail in White Paper 2), add these initiatives to that List and work vigorously as an executive team to turn those opportunities into tangible results.*
5. **Once your executive team has made progress completing initiatives that were generated from the original team member questionnaire, provide a follow-up survey to your team.** *See Sample Survey*
6. **Repeat the process!** *Provide a full-report of the follow-up survey and what you and your executive team intend to do with the results.*

Periodic employee (or team-member) surveys can be a terrific tool for you to use as you strive to keep your team engaged in the business. It will also give you critical information coming from your “front-line” that will be valuable in knowing what to do next to build the profitability and value of your company. Remember, none of this is rocket science. Just ask the questions you want to know the answers to and everything else will fall into place as long as you act on the results of the survey.