# Creating Custom Questions With Hive

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Navigating the realm of survey creation can seem complex at first. Especially when it comes to determining the right length and content. That's because you want to get it right for your people.

At Hive, we understand that one size doesn't fit all when it comes to surveys. Instead, we believe in crafting questions that deliver valuable insights. In this guide, we'll walk you through the process of creating custom questions with Hive, ensuring that each one serves a purpose and contributes to actionable and impactful results.
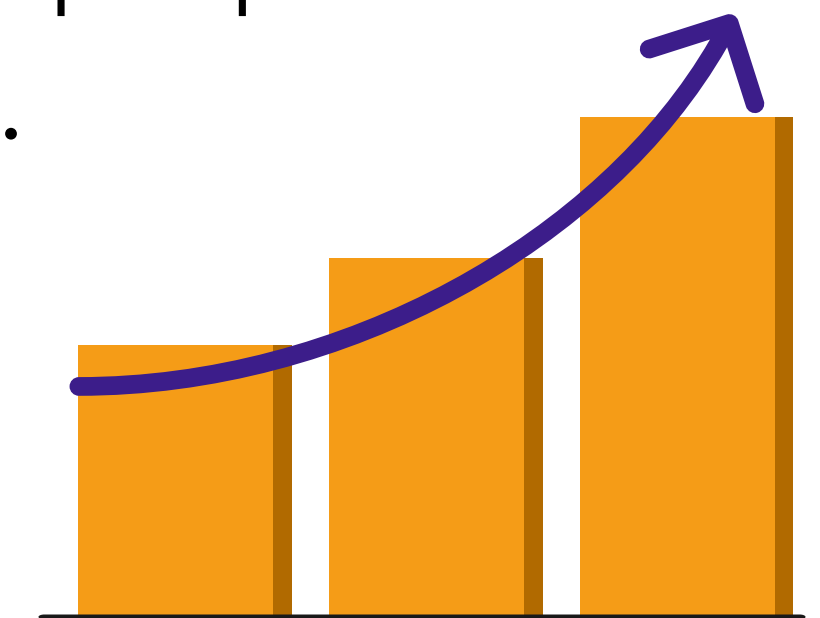
What metrics should I include in my surveys?
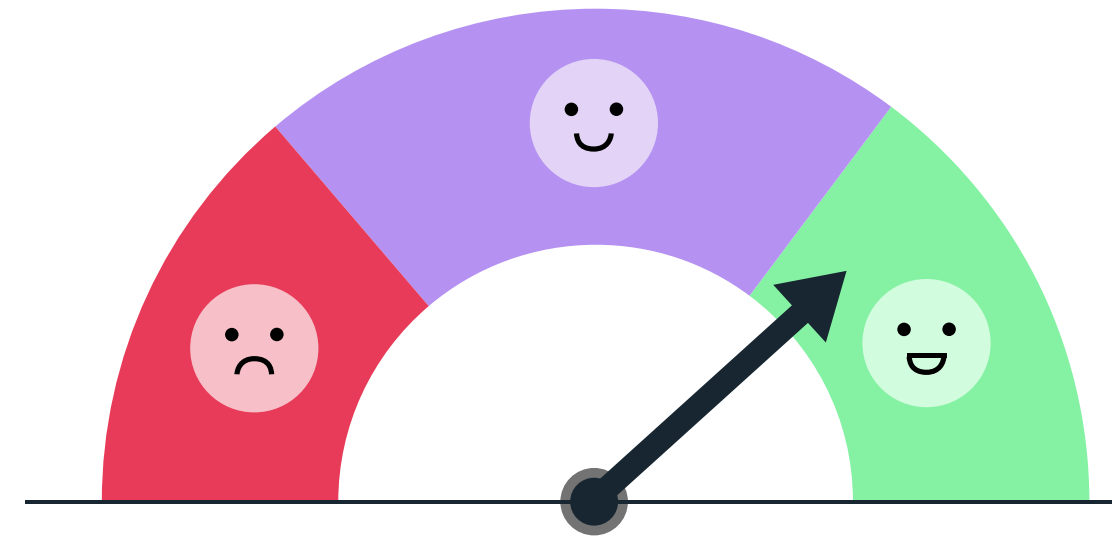
To get you started, it's important to emphasise the inclusion of an Engagement Index to offer a headline metric for your organisation.

> The Engagement Index is like a happiness meter for your workplace!
>
> It measures how connected and committed your team is to their work. High engagement means people love what they do, feel valued, and give their best effort.

By including this index in your surveys, you can track and measure the level of engagement across different departments or teams over time.

This allows you to assess the effectiveness of your initiatives aimed at improving employee engagement and to identify areas that may require attention or further action. In essence, the engagement index acts as a primary indicator of the health and vitality of your organisation's workforce.

By focusing on meaningful questions across each one of our question categories and incorporating the Engagement Index, we ensure that your surveys deliver actionable and impactful results.

How many questions should I include in my survey?

Typically, we recommend keeping baseline surveys to a maximum of 30-35 questions and pulse surveys to 10-15 questions. However, Equality, Diversity & Inclusion (EDI) surveys may be longer due to the inclusion of self-select demographics towards the end. Rest assured, our question bank templates offer comprehensive starting points for planning your survey, providing everything you need to create impactful surveys efficiently.

Should I re-run previous surveys?

We believe in the value of re-running surveys, whether they're historical ones or those conducted through Hive. It provides insights into progress over time, aiding in the assessment of impact. However, there's a potential downside: repeating the same questions may lead to employee disengagement, particularly if they feel the survey lacks novelty or if no changes have occurred between surveys.

Here's where action comes into play again! Without implementing changes, you're likely to yield similar results—or even worse, a decline in response rates. We encourage curiosity and innovation: ask new questions, explore specific aspects of the business or teams, and prioritise understanding key themes like Equality, Diversity & Inclusion (EDI). This way, you'll gather the data necessary to make a significant impact in those areas.

I'm wanting to add free text questions to the survey

Free-text questions are great, they provide much richer insight into how people are feeling and why they are responding to the Engagement Index questions. They can also be very effective in hearing from employees what the quick wins, small changes, and bigger ticket items are for the organisation to consider when it comes to taking action. With the right free text question, you can learn so much more than you may from 5-10 scaled questions.
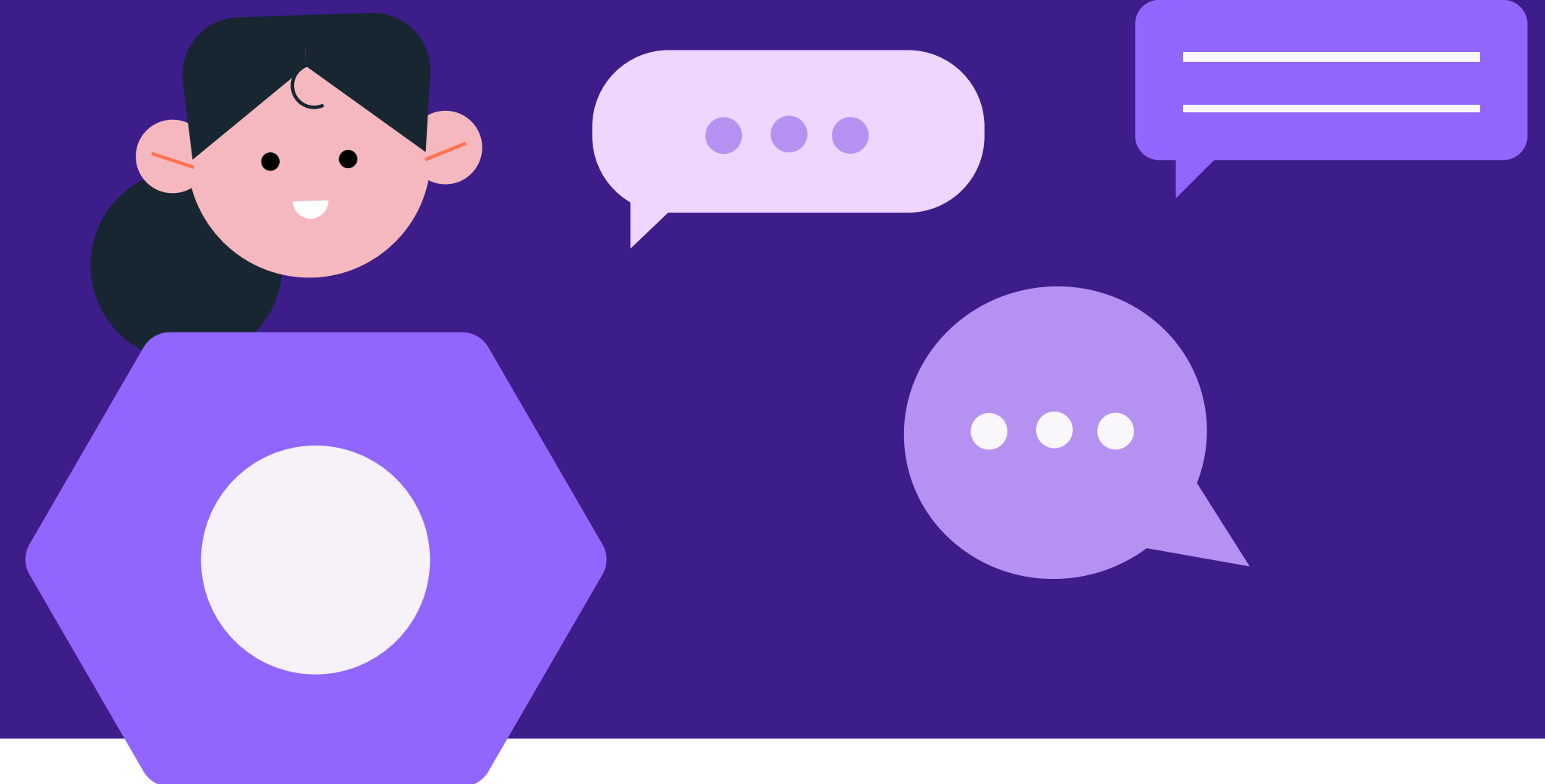
How to write good questions

**Our core engagement questions are actually statements.**

Why?

When statements are used as scale questions in surveys, they:

- Prompt a stronger response from the respondent by referencing something.
- They do (or don't) identify with it.
- Create a validated and accurate dataset that is easy to benchmark over time.
- Support a simple user experience for employee survey participants.

If you would like more guidance or support on how to write the perfect survey questions for your organisation, our People Scientist Team offer survey crafting modules to HR leaders. These can help to uncover what matters most to your organisation and people, driving meaningful change through the following strategy sessions:

- Survey crafting for Hive administrators
- People Science crafted surveys

Learn more here
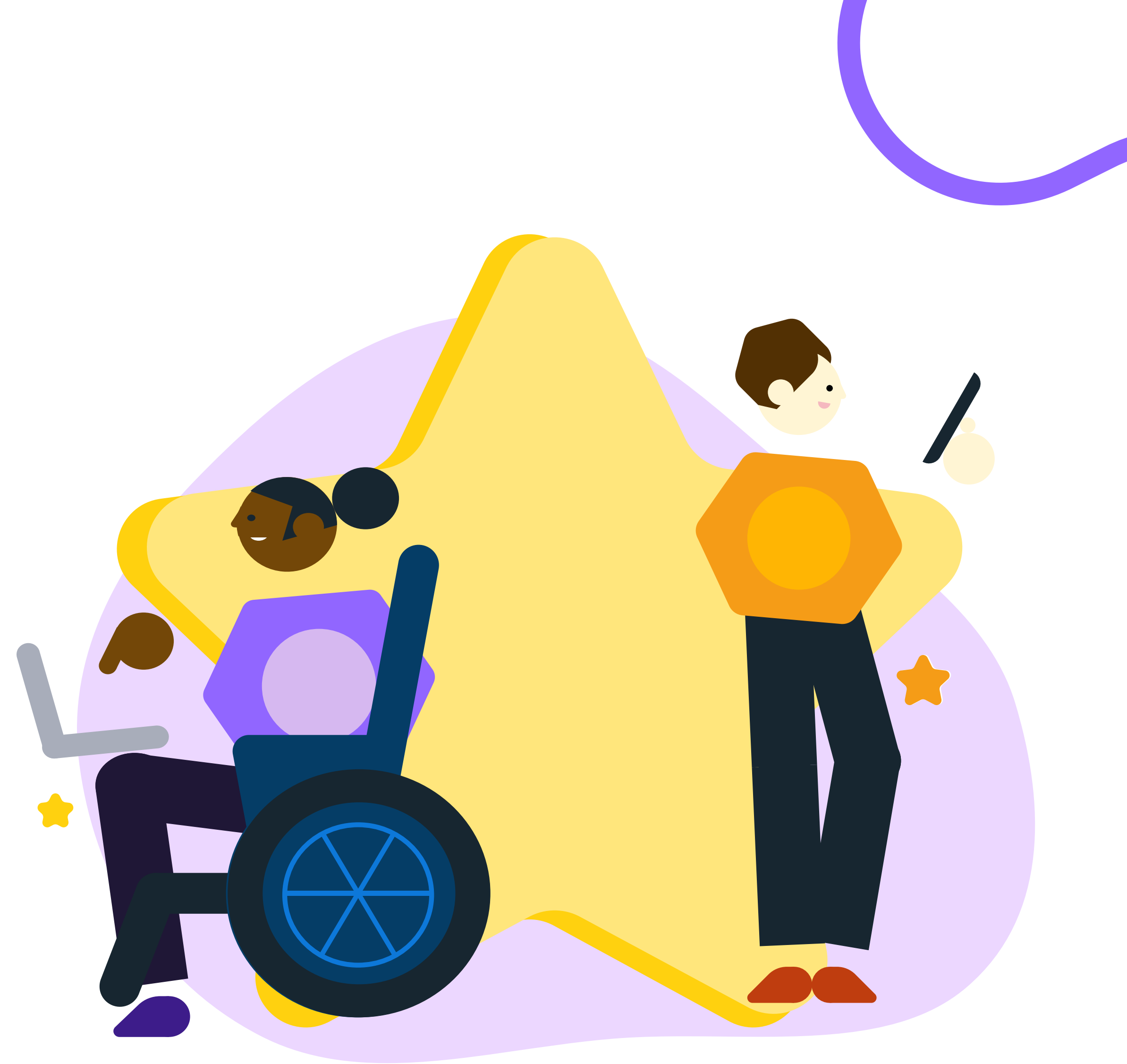
Quick & easy question writing checklist

1 **Structure the questions in a logical order**

We design all our surveys with a natural flow. Try starting with scale questions, followed by closed/multi-choice questions, and then end with free text questions.

2 **Keep the wording of scaled questions consistent**

Scale questions should have the same format to avoid any potential confusion and ensure a smooth user experience.

3 **Carefully consider question types**

Determine what aspects of your organisation you are trying to better understand through employee feedback before choosing question types - this will lead to meaningful results.

4 **Use questions that speak directly to the individual**

Start with; I feel/My manager/We/The team/How might we?

5 **Only ask questions if you can do something with the answer**

For example, if you ask a question about improving work-life balance, pay, or wellbeing - are you prepared for the answers?

6 **Keep questions neutral**

Asking leading questions, whether they are positive or negative, has the potential to bias the answers you receive.

7 **Use consistent language**

Surveys should reflect how you communicate internally. Write survey questions using language and the tone of voice that employees will recognise.

8 **Avoid jargon**

There are some words you wouldn't use in face-to-face conversations with employees.

Make sure you leave these out of surveys, treat your employees like humans - not robots!

Creating custom survey questions for key drivers

When creating custom survey questions for key drivers, focus on actionable insights using scaled questions. Avoid non-actionable questions that can skew data. For instance, "More often than not, we have a good day at work here" isn't actionable. Instead, use scaled questions like:

- "I feel motivated to do my best work"

| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | **10** |

Strongly Disagree   **Strongly Agree**

- "I receive recognition for the work I do"

| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | **10** |

Strongly Disagree   **Strongly Agree**

Best practices:

- Ensure questions are specific and relevant to your goals.
- Avoid vague or non-actionable questions for key drivers.
- Align questions with strategic objectives and actionable outcomes.

By following these guidelines, you can create effective survey questions that drive meaningful results and real change.
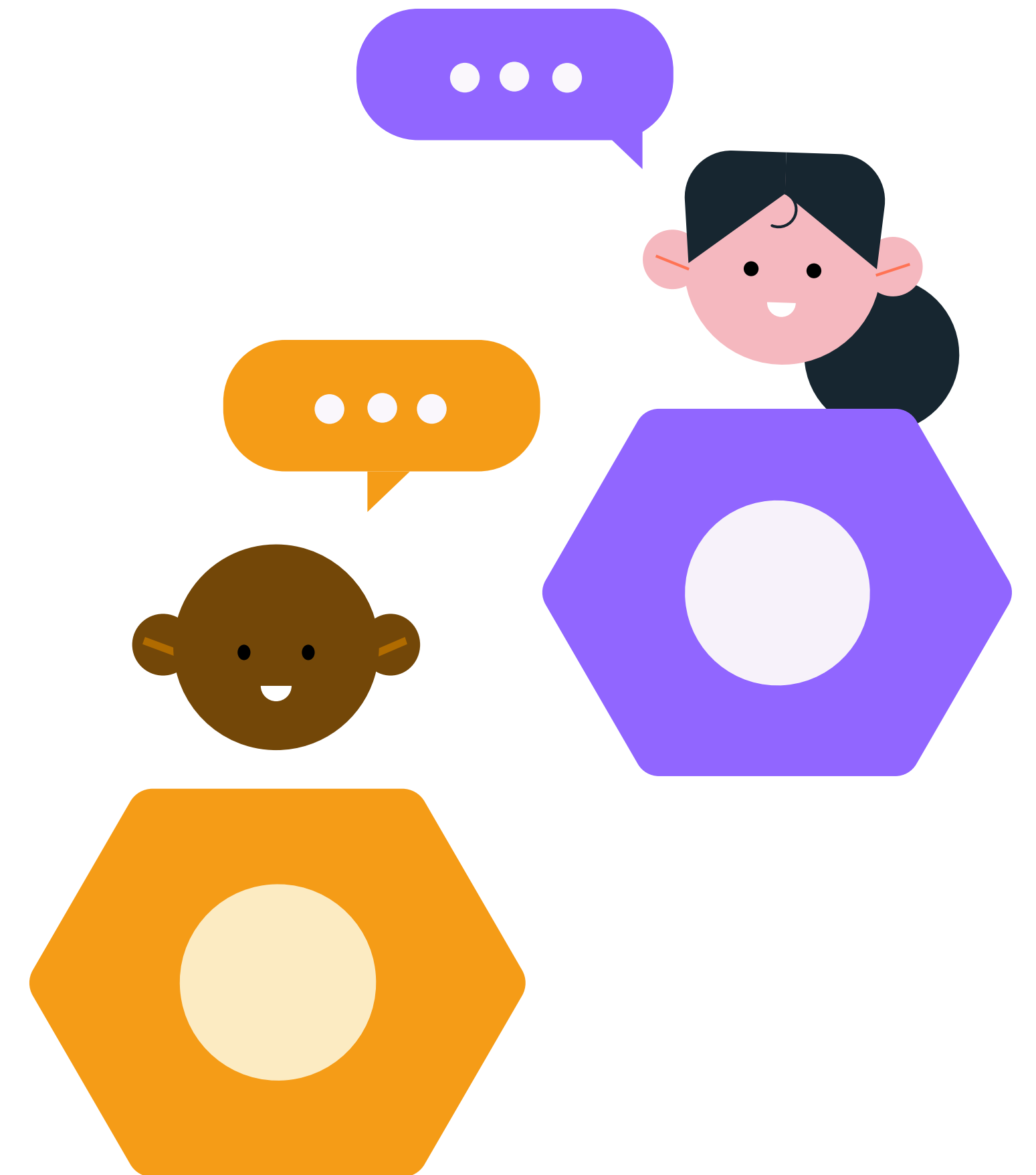
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And there we have it! Crafting custom questions with Hive is about more than just survey length. It's about ensuring that each question is meaningful and contributes to a deeper understanding of your organisation.

By incorporating an engagement index and focusing on relevant themes, you can create surveys that deliver actionable insights. With Hive's tools and guidance, you have everything you need to create surveys that drive positive change and foster a thriving workplace culture.

Hive support centre

Got any questions about how the Hive platform works or how you can get more out of it? Our **Support Centre** has got you covered.

And if you can't find an answer, just drop us an email at **support@hive.hr** or get in touch with your Customer Success Manager.

www.hive.hr