



Quick & Easy Question Writing Checklist

Building a survey is harder than it looks,
so here are some top tips from our expert
People Scientists to help you nail it...

STRUCTURE YOUR QUESTIONS IN A LOGICAL ORDER

Your survey should have a natural flow, beginning with the broader, holistic view and then zooming into the individual. So start by asking employees about the organisation as a whole and its leadership, then move onto their line management and team, and finish with questions focused on their role.



HIGH SCORE = POSITIVE SENTIMENT

If not, your data will be misleading. So even if that means inverting your question wording, make sure you've got it the right way round.

EXAMPLE

"I never feel pressured to come into work when feeling too unwell to do my job"

CAREFULLY CONSIDER QUESTION TYPES

Free text questions and comment boxes can provide richer insight—but too many will cause survey fatigue and take a long time to analyse. So take the time to select which questions would be most valuable.



ONLY ASK QUESTIONS IF YOU CAN DO SOMETHING WITH THE ANSWER

If you don't, people might get frustrated and feel like they aren't being listened to. It's also a bit of a waste of everybody's time.



KEEP YOUR QUESTIONS NEUTRAL

Asking leading questions (either positive or negative) will potentially skew the answers you receive.

EXAMPLE

👍 *“I’m inspired by the vision and purpose of this organisation”*

VS.

👎 *“I’m inspired by the dynamic vision and rallying purpose of this organisation”*



USE FAMILIAR LANGUAGE

Surveys should reflect how your organisation communicates internally. So whether you say departments or teams, colleagues or coworkers—that’s how you should also refer to them in surveys.

AVOID JARGON

Jargon leads to confusion, and confusion makes for a poor survey. So make sure you're clear and don't leave anyone scratching their head or googling acronyms.



👉 Want some more support building your survey? Our People Scientists are always happy to help, find out more by [booking a demo](#).