

Tools and templates



What parts of the business are your employees most proud of?

Your employees are your biggest asset so understanding what they like or want to improve about your business is imperative:

- Employees are your biggest asset – they can be your greatest advocates or your loudest critics
- Employees who are proud of their company are likely to be more productive
- What you're proud of not be what your employee is proud of e.g., they may enjoy the work/life balance, discount perks or maternity cover over specifically business-related areas

Talking to employees about your company

As a business leader, keeping in touch with what your employees feel about your company is essential if you wish to continue to grow and develop into the future.

Talking to your employees can help you gauge what's working well and flag areas need improvement early on, so it's essential to schedule regular conversations so that you can track moods and changes:

Questions for employees:

- What do you enjoy most about working for this company?
- Tell me more about that
- What do you enjoy least about working for this company?
- How can we make that aspect better?
- Are you proud to work for this company?
- Can you name a specific thing you're proud of in this company?
- Would you encourage others to work for this company? Why, or why not?
- How would you be most comfortable promoting the business?
- Would you be happy talking about the business on your social media channels?
- What kind of incentive or reward programme would get you interested in promoting the business and its products/services?
- What would you make you feel uncomfortable in this area?
- What businesses do you think are best when it comes to giving their staff an external voice?
- What would you like to see happen in the company moving forward?
- Where do you see this company 1/5/10 years in the future?