

# Template to Measure Belonging in your Workforce

— 23 Questions to  
Survey Employees

**Poppulo**

In partnership with the-thread

## Introduction

The aim of this survey template is to help you assess the culture of belonging in your workforce. It is intended to measure the strength of employees' connection to three key areas: to purpose, to colleagues, and to leaders.

It can be used as a one-off survey to assess the relative strengths of each area of connection and to support action planning. It can also be used as a pulse survey to track improvements over time.



## Survey statements

The survey presents twenty-three statements about each respondent's connections to their company's purpose, their colleagues, and their leader, with the instructions to respond on a scale from "strongly agree" to "strongly disagree." To gather more detailed feedback, one open-ended response question completes the survey.

### Connection to purpose

1. I know my company's vision and goals
2. I believe in my company's vision and goals
3. I understand my role in achieving my company's vision and goals
4. My company's vision and goals align with my own personal interests
5. My company's vision and goals motivate me to do my best work
6. I believe that my company has a wider purpose beyond profit
7. I feel satisfied I can easily access information about my company's purpose

### Connection to others – colleagues

8. The people I work with treat me with respect
9. The people I work with treat me as an individual
10. The people I work with listen to and respect one another's opinions
11. I feel happy to share my opinions and ideas with my colleagues
12. I feel part of a supportive network/community at work
13. I feel connected to colleagues when I'm working remotely/not co-located with them
14. I am made to feel part of a team
15. I feel satisfied with the channels available to me to connect with my team

### Connection to others - my leader

16. My leader is approachable and easy to talk to
17. My leader creates a motivating and inclusive environment
18. My leader helps me understand how my work is important to the organization
19. My leader encourages me to be honest and authentic at work
20. My leader is truly themselves at work
21. I can believe and trust what my leader tells me
22. My leader treats me fairly overall
23. I feel satisfied with the channels available to me to connect with my leader
24. [Open response] Is there anything else you would like to mention about how we can create a culture of belonging that has not already been mentioned in the survey?

*Customize this section to fit your organization's needs. You might opt to replace "leader" with "CEO." If you'd like employees to answer these questions with their direct manager in mind, replace "leader" with "manager." Just make it clear to respondents which leader is the subject here.*

## Three best practices to set up your survey:

When setting up the survey in the survey tool, we recommend you:

- Randomize the statements (e.g. Statement #1 may be “I believe in my company’s vision and goals, and Statement #2 may be “My leader treats me fairly overall.”)
- Use a maximum of 6 – 8 statements on each screen to help with participant engagement
- Use the same scale for all questions: Strongly agree / Agree / Neither agree nor disagree / Disagree / Strongly disagree

## Example survey

### The Atlantis Company: Belonging Survey

As part of our continued effort to create a culture of belonging at The Atlantis Company, we would like to know how connected you feel to our organization’s purpose, colleagues, and leaders. Your answers will be anonymous, and the responses will be used to identify areas to improve. The survey should take approximately 10 minutes to complete.

Please select how closely you agree with each statement, on a scale from “*strongly agree*” to “*strongly disagree*.”

**1. I feel happy to share my opinions and ideas with my colleagues**

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

**2. My leader creates a motivating and inclusive environment**

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

**3. I believe that my company has a wider purpose beyond profit**

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

**4. The people I work with listen to and respect one another's opinions**

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

**5. I feel connected to colleagues when I'm remote working/not co-located with them**

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

**6. My leader is truly themselves at work**

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

**7. I feel satisfied I can easily access information about my company's purpose**

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

**8. I feel satisfied with the channels available to me to connect with my leader**

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

**9. The people I work with treat me with respect**

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

**10. I can believe and trust what my leader tells me**

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

**11. I know what my company's vision and goals are**

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

**12. My company's vision and goals motivate me to do my best work**

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

**13. My leader helps me to understand how my work is important to the organization**

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

**14. I believe in my company's vision and goals**

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

**15. My leader treats me fairly overall**

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

**16. I am made to feel part of a team**

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

**17. I feel satisfied with the channels available to me to connect with my team**

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

**18. My leader is approachable and easy to talk to**

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree



**19. The people I work with treat me as an individual**

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

**20. I feel part of a supportive network/community at work**

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

**21. I understand my role in achieving my company's vision and goals**

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

**22. My leader encourages me to be honest and authentic at work**

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

**23. I feel happy to share my opinions and ideas with my colleagues**

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

**24. Is there anything else you would like to mention about how we can create a culture of belonging that has not already been mentioned in the survey?**

- I have nothing else to add



Thank you for taking the time to complete this survey.

## How to Interpret the Results and Take Action.

The first time you run the survey, **follow these seven simple steps** to understand how strong your culture of belonging is and take action to drive improvement.

1. Once the survey has closed, **create a report with simple graphs** to show how each question scored, as well as each section overall.
2. **Look out for poorer-performing and better-performing results.** This will enable you to more easily compare how you are doing relative to each area and identify specific issues to address.
3. **Read through the open responses** submitted through the open question.  
Do they shed further light on what the organization is doing right and wrong?
4. **Share your report with your key stakeholders**, such as business unit leads and Human Resources, to prioritize and align on the areas for further focus. You may decide that further research is needed to explore any themes raised in more detail (e.g. focus groups or leader interviews).
5. The next stage is to **action-plan**, based on the insights learned through your research.  
Start with your existing communications and engagement plan
  - What are you already doing that could address your key issues?  
How can you tweak your approach to make that happen?
  - Where are there gaps that can't be addressed through your existing plan?
6. Depending on the focus area, **identify a task force of subject matter experts and advocates** who can help you to brainstorm ideas, shape them into a plan and take shared ownership to deliver it. A good starting point is to refer to our [whitepaper on belonging](#), as this has ideas and tools to support better connection with purpose, colleagues and leaders.
7. Finally, plan to **re-run the survey at regular intervals** to measure whether you are moving the needle on your problem areas, so that you can adjust your strategy as you progress.

## Take the Next Step towards a Culture of Belonging

For top-notch tips, communication planning models, and advice on communicating inclusively, be sure to consult our accompanying whitepaper, [“The Value of Belonging in the New World of Work.”](#)

The best way to implement this survey and gather real-time feedback on your journey is with Poppulo. With our centralized platform, you can send, measure, and aggregate survey responses across your employee base – keeping responses anonymous or collecting direct, named feedback you can turn into action. [Get a personalized demo of our Pulse Surveys and the entire Poppulo platform here.](#)

DOWNLOAD THE WHITEPAPER

## Authors

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In 2020, Laura and Naomi founded the-thread with a shared purpose to create connection through more meaningful experiences. When tackling client challenges, they combine industry know-how with truly diverse thinking, from psychology and behavioral science to certified change management and mind training, always focused on the goal of connecting people to make change happen. Together, they design and deliver communication campaigns that create engagement, a more connected culture, and lasting change.

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