

Schools and Colleges

**Learn and share webinar  
starting soon...**

Peopleinsight

Schools and Colleges

**Making your staff surveys  
more meaningful**

Peopleinsight

# Welcome!

This is our first Schools and Colleges **learn and share** event series from People Insight, designed to help you create organisations where people can thrive.



Please keep  
yourself on  
mute



This event is  
being  
recorded



Post your  
questions in  
the chat



Event  
sharing



Keeping in  
touch

# Learn and share



**Jane  
Tidswell**

Education Sector Lead,  
People Insight



**Kay  
Rainsby**

HR Director,  
Stamford Endowed  
Schools



**Dr. Oliver  
Davidson**

Senior Consultant  
People Insight

11:00 **Introduction: Staff surveys**  
Jane Tidswell, People Insight

11:10 **Stamford School: A fresh approach to  
employee engagement**  
Kay Rainsby, SES

11:25 **Q&A**  
Kay, Oliver and Jane

11:35 **Turning survey results into positive  
change**  
Dr, Oliver Davidson, People Insight

11:50 **Q&A**  
Oliver, Kay and Jane

11:59 **Close**

# Hello, we're People Insight!

Established in 2004, we work with many education organisations to make change happen and we provide:



Know your managers  
are empowered by our

**Intuitive Tech**



Feel confident in the  
robustness of our

**Expertise**



Be reassured  
throughout by our

**Support**

# Our key focus...

supporting organisations  
to achieve the most actionable surveys they have ever  
done.

**Average improvements over time across organisations we work with**



Engagement

**+11**



Belief in action

**+15**



Participation

**+16**

# We are proud to work with the education sector

- Over 10+ years sector experience
- Strong education benchmark norm
- *Education clients include:*





# How are you using staff survey data?

To review  
and reflect

To inform  
strategy

To collect  
CPD feedback

To understand  
the impact of  
Covid-19

To see what is  
working well &  
make improvements

To measure  
staff wellbeing





**Case study: A fresh approach to  
staff engagement at  
Stamford Endowed Schools**



Stamford Endowed Schools

STAMFORD

**1. The Stamford  
Schools**

**2. Staff  
engagement  
surveys**

**3. Our approach –  
2018 & 2020**



# The Stamford Endowed Schools comprise:



We are a day school with boarding.

1650 pupils over 3 sites in Stamford.

Our staffing complement is over 550.

200+ Teaching,  
108 Teaching Support,  
240 Operations/ Professional  
Services.



# Why is knowing how staff feel about working here important to us?

- Too many **assumptions** and **reliance on anecdotal feedback** is not helpful.
- Recognising the importance of our people, **we have committed strategically**, through the Great Place to Be (Staff) KSO, to making Stamford a great place to work; we need to **continuously audit areas of progress** and **identify where further work and focus is needed**.
- We have a **commitment to building a 'One Team' approach**, to foster a sense of belonging and value and we need to have quantifiable data to tell us how we are doing.
- We want staff to know that they are **listened to without setting unrealistic expectations** that can't be met.
- We **wish for staff to know we are committed to making changes** where these are achievable.
- We **want our staff to feel positive and engaged with the School and its aims**; in the context of meeting our employees' personal aspirations and in the quality of the education we provide to our pupils.
- **Happy and engaged staff means happy and engaged pupils 😊**



# Issues for consideration

## Scepticism

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*Previous experience of surveys*

## Accessibility for everyone

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*Some staff not on systems*

## Anonymity

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*Staff concerns about tracing responses*

## Timing

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## Flexibility

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*Of the tool and tech*

## Data analysis

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*Keeping it meaningful for everyone*

## Communicating results

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## Taking action & getting commitment from the top

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# Communication



STAMFORD

Employee Survey  
2020

**We devised a structured communication plan – which we communicated!**

- With some identified **branding/logos**
- Through **the SET** – invitation came from the SET
- Through **whole school briefings**
- Through **Principal's Briefings** (cascade to team level)
- Through an **Email campaign** (line managers of staff not on email briefed on accessing specially located PC's (year 1))
- **Desktop backgrounds**
- **Reminders** whilst the survey was live
- **Message from the Principal and 'thank you's'** once the survey closed



STAMFORD





STAMFORD

# What did we learn?

2018:

**352** responses

**89%** of teaching staff

**48%** of Ops & Support staff

**72%**  
engagement





STAMFORD

# What did we learn?

2020:



**383** responses

**83%** of teaching staff



**58%** of Ops & Support staff



**77%**



**engagement**

*On the back of the impact of the Covid pandemic, this was a particularly pleasing result*

# Did we get it right?

## Driver items

5 questions most impacting Engagement

Impact	Question	Theme	Response favourability			Comparison	Action
	I believe action will be taken as a result of this survey 🗨️ <span style="float: right;"><i>n = 383</i></span>	<b>Leadership.</b>	<div style="width: 49%;"><span>49%</span></div>	<div style="width: 34%;"><span>34%</span></div>	<div style="width: 16%;"><span>16%</span></div>	<div style="width: 11%;"><span>+11</span></div>	



# Informing our Inclusion approach

We included new questions around ED&I

- The outputs have helped us to understand where we are now
- It has helped us to know where we need to focus – leadership
- It has reassured us about how staff feel working at SES (72% engagement in this area)

We have also used the outputs to inform our IT Strategy, staff wellbeing and communication approaches





STAMFORD

# Impact

“The outputs have given us so much more than a one dimensional data set. As well as knowing how our staff are feeling about their working life at Stamford, the results are influencing our strategic direction at many levels including our workforce, digital and IT, internal communications plans and our approach to the development of our diversity and inclusion commitment”.

**Staff are more demanding of the results and outputs, wanting to know and understand what the feedback has told us.**



# Staff engagement

The commitment to action post the live survey is hugely important.

Asking the questions in the first place is probably one of the most important aspects of the commitment an employer makes in *meaningfully* engaging with their staff.



O & A

Brazenose House

Clapton

A grayscale photograph of a group of people in a meeting. In the foreground, a woman with long blonde hair is shown in profile, smiling and looking towards the right. She is wearing a dark top with a light-colored floral pattern. In the background, several other people are visible, some looking towards the camera and others looking away. The overall atmosphere is professional and collaborative. A thin white border frames the image, and a small orange vertical bar is on the left side.

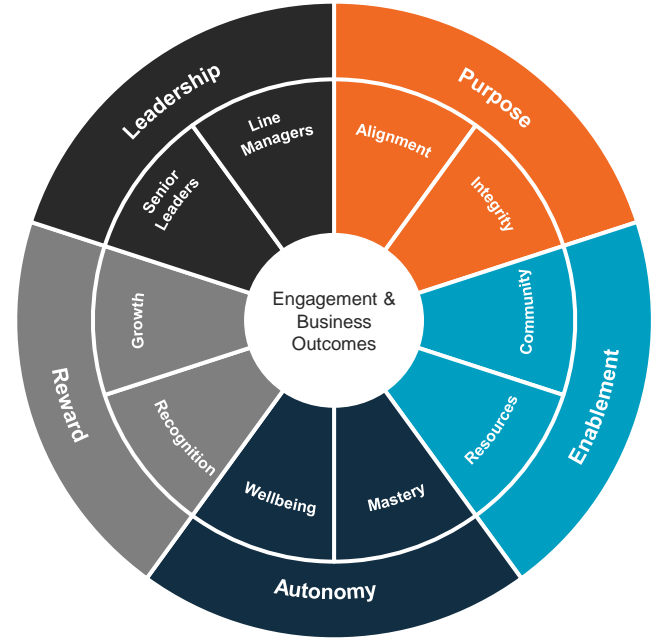
**How can you make your results  
more meaningful?**

# Step 1: Make sure you ask the right questions

(survey design is crucial)

A common mistake is trying to ask too many questions.

- Have a focused question set covering key areas (wellbeing, engagement and the drivers of engagement)
- Make sure the questions are actionable so they can be clearly articulated when looking at the results
- Ask everyone (and remember to branch questions so they are positioned appropriately)
- Ask open questions to employees

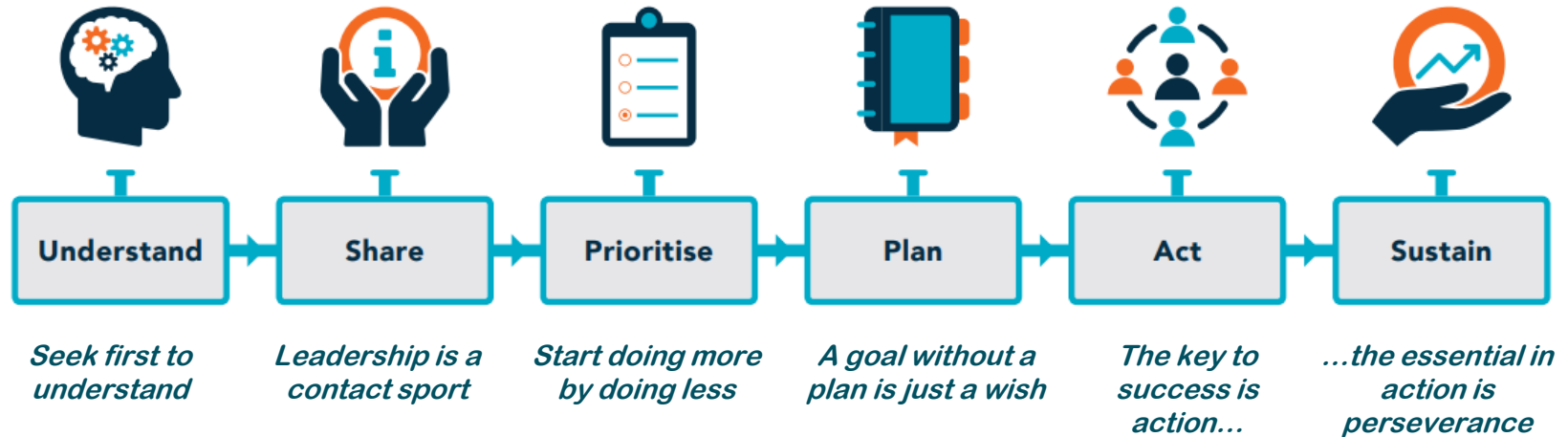


**Our unique PEARL™ engagement framework means your survey questions are robustly evidenced**

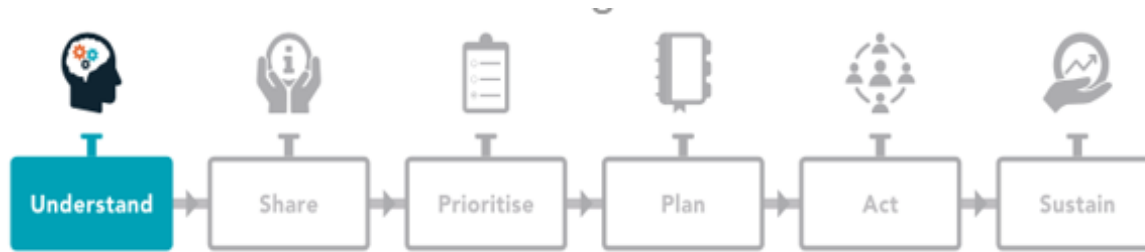


# Step 2: Plan the post survey action planning phase (Planning is key)

This framework is an approach to managing action planning



# Step 2: How to understand the data?



What to look out for in your results:

- What to celebrate?
- Any quick wins?
- Is there anything you need to know more about?
- How do people feel about the results?

# Step 2: How to share the data?



Engage leaders and managers with your results and what they need to do now.  
Share highlights, bring leaders with you, empower managers

# Step 2: How to prioritise?



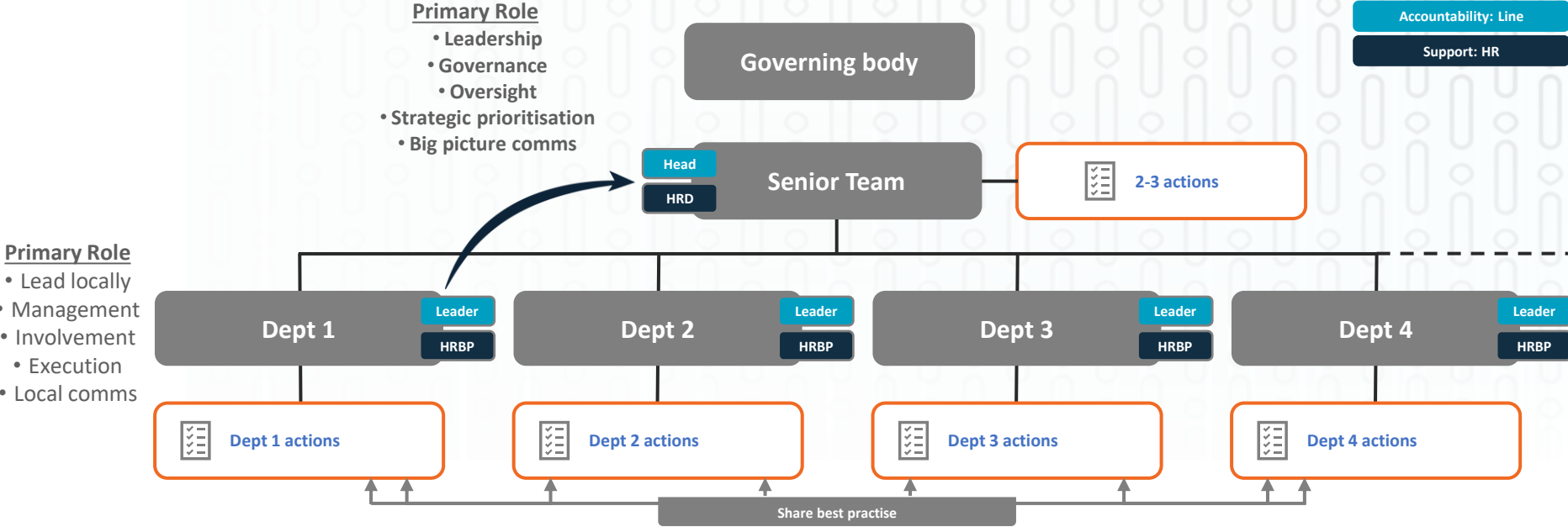
Use your data:

- Key drivers
- Benchmarks
- Historical data



**Pick 2-3 issues to focus on and commit to see change through**

# Thinking about the roles and responsibilities for your setting



# Step 2: How to plan?



- Create the solutions.
- Separate your quick wins from your strategic change
- Bring along others with the solutions
- Clear responsibility and ownership

# Capture solutions and actions - offline approach

Action Plan Record		PeopleInsight
Issue title		
Action title		
Owner		
Action summary	<p>Does this person have influence/control/ability to make decisions?</p>	
Steps / Milestones	1. <p>Make it SMART</p>	
	2. <p>Does it focus on a particular demographic?</p>	
	3. <p>Is it a quick win/strategic?</p>	
	4. <p>Break it down into manageable chunks, assign responsibilities for each step, set up a system to monitor progress, share successes</p>	
	5. <p>www.rightmove.co.uk</p>	
Required resources		

# Online approach to capturing solutions and actions

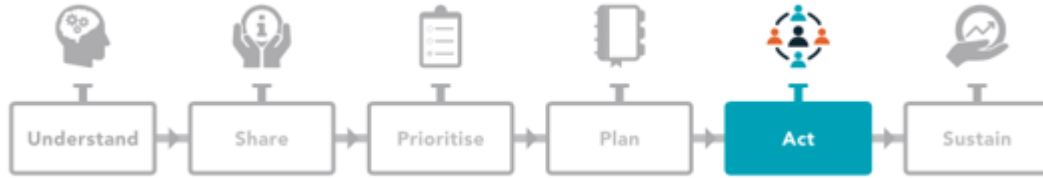
The screenshot shows the 'Add action' dialog box in the PeopleInsight interface. The dialog box is overlaid on a 'Scorecard report' dashboard. The dashboard has a sidebar with a 'Scorecard report' section containing a list of questions and their impact. The 'Add action' dialog box has the following fields and options:

- Action title/name:** A text input field with a placeholder 'Please add a title/name for this action'.
- Question:** A text input field containing 'I find my work interesting and challenging'.
- Action(s):** A text input field with a rich text editor toolbar (bold, italic, link, unlink, list, list-rtl).
- Set owner:** A dropdown menu with 'Tom Debenham' selected.
- Initiator:** A dropdown menu with 'Tom Debenham' selected.
- Start date:** A date input field.
- Due date:** A date input field.
- Reminder:** A date input field.
- Add file:** A file upload button with the text 'Choose File, no file selected'.
- Buttons:** 'Cancel' and 'Add to Action Plan' buttons.

Three red circles with numbers 1, 2, and 3 are overlaid on the image. Circle 1 points to the 'Add Filters' button in the dashboard sidebar. Circle 2 points to the 'My job makes the best use of the skills and abilities that I have' question in the dashboard. Circle 3 points to the 'Add to Action Plan' button in the dialog box.

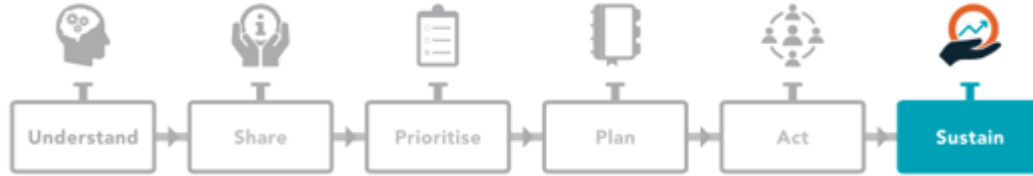


# Step 2: How to act?



- Assigning owners
- Keep people informed and motivated
- Implement those quick wins

# Step 2: How to sustain?



- Equip your team
- Keep people interested
- Maintain the momentum

# Step 3: Engage people in progress



Use your managers and comms channels to share progress amongst teams, and get your leaders to publicly champion the changes





**Kay Rainsby**  
HR Director  
Stamford Endowed  
Schools



**Jane Tidswell**  
Education Sector Lead,  
People Insight



**Dr. Oliver Davidson**  
Senior Consultant,  
People Insight

Q&A

People*i*nsight

# We don't just care about people, we care about the environment too



Eden Reforestation Projects  
PLANT TREES | SAVE LIVES

For every attendee that joined today's learn & share, we'll be planting 1 tree.

Thank you.

**Special thanks:**

Kay Rainsby



# Thanks for joining us

Subscribe to the People Insider for monthly  
employee engagement resources

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[www.peopleinsight.co.uk](http://www.peopleinsight.co.uk)

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