



# STAFF SATISFACTION SURVEY TEMPLATE





## **STAFF SATISFACTION SURVEY TEMPLATE**

### **Why this guide matters:**

Staff satisfaction is the heartbeat of a healthy care business. When your team feels heard, valued, and supported, they stay longer, perform better and deliver exceptional care. This guide will help you design and run an effective Staff Satisfaction Survey tailored to the care sector and turn feedback into action.



## Part 1

# The Purpose of a Staff Satisfaction Survey



A great survey does more than collect data, it shows your team that their voice matters. It helps you:

**Spot early signs** of burnout or dissatisfaction

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**Improve your** onboarding, training and communication

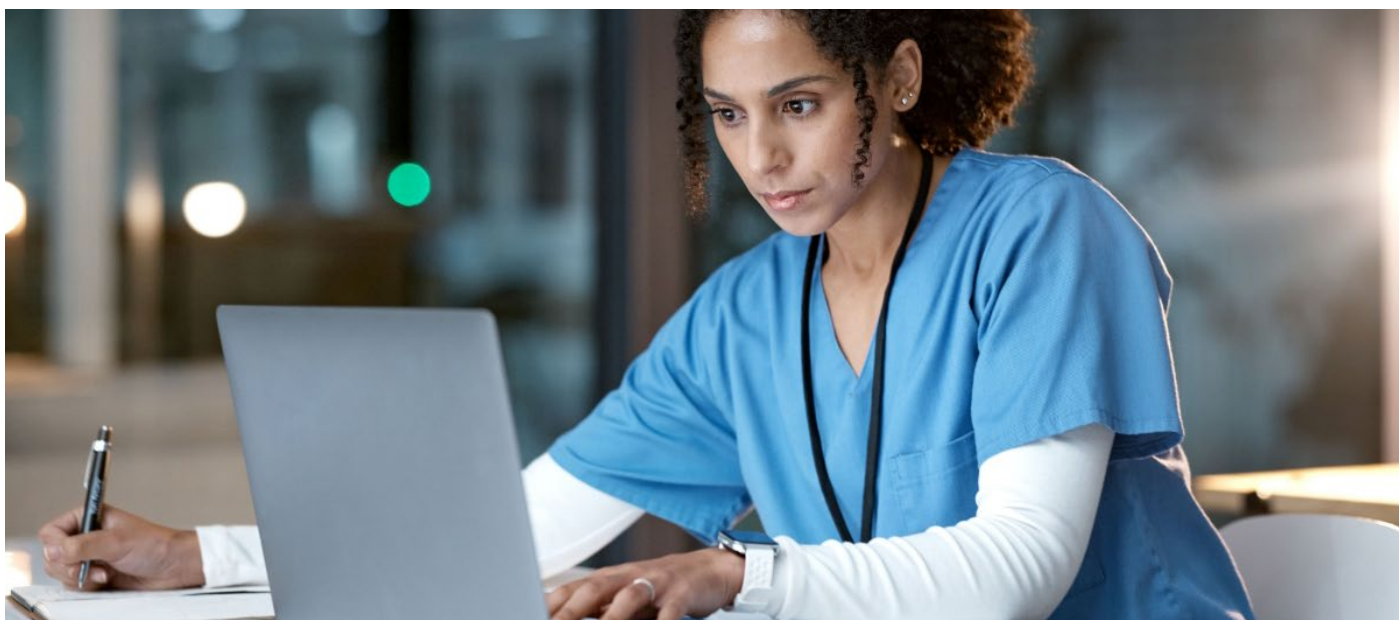
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**Build trust** and **transparency**

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Reduce staff turnover and **increase morale**





## Part 2

# Step-by-Step: How to Run Your Survey

## 1. Decide Frequency

We recommend running a staff satisfaction survey quarterly. This gives you consistent insight without overwhelming your team.

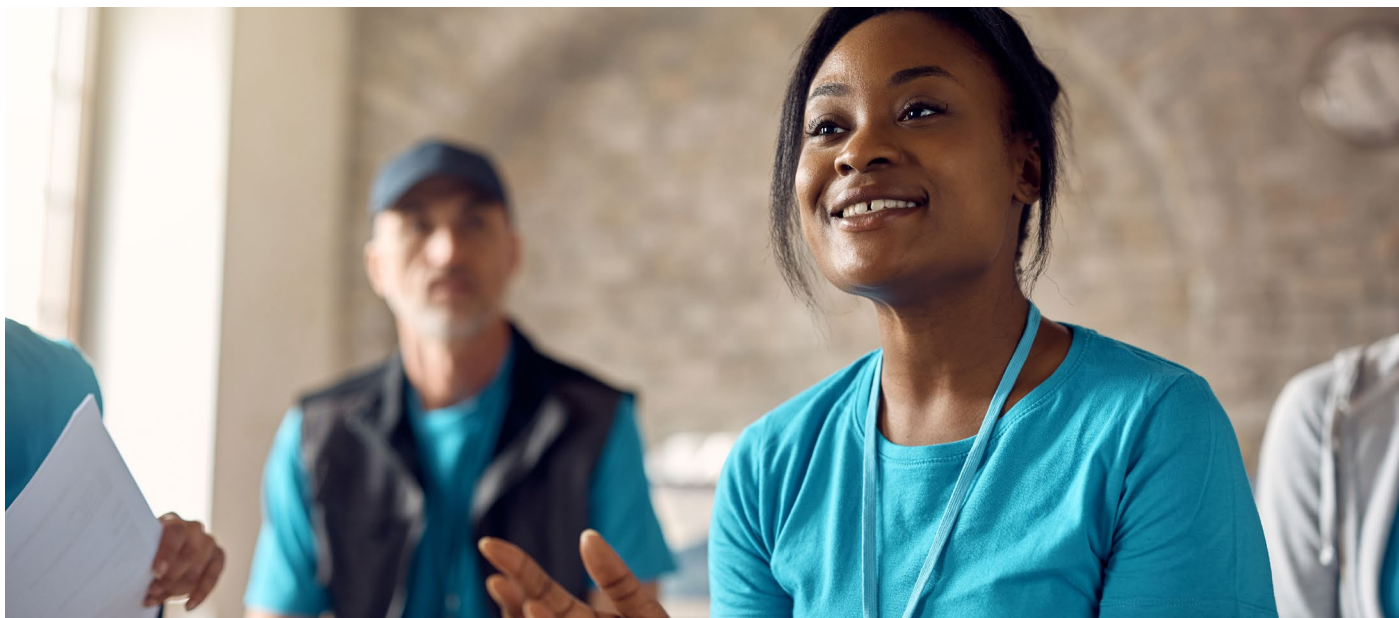
## 2. Choose Your Format

- ♥ **Digital (recommended):** Use Google Forms, SurveyMonkey, or Microsoft Forms
- ♥ **Paper-based:** Useful for staff without regular device access
- ♥ Ensure it's **anonymous** to encourage honest feedback

## 3. Tailor the Questions

Use the sample questions below and adapt to reflect your values, structure, and language. Keep the tone clear and warm.





## Part 3

## Sample Survey Questions

**These questions are designed for homecare and residential care teams. Group them by theme:**

### Overall Satisfaction

- ♥ On a scale of 1–5, how satisfied are you working here?
- ♥ I feel proud to work for this organisation: **Yes / No / Sometimes**

### Culture & Values

- ♥ I feel respected and supported by my colleagues: **Yes / No / Sometimes**
- ♥ I understand and believe in our company values: **Yes / No / Somewhat**
- ♥ One thing I love about our team is: \_\_\_\_\_.

### Management & Communication

- ♥ I feel comfortable talking to my manager: **Yes / No / Sometimes**
- ♥ I receive regular, helpful feedback: **Yes / No / Sometimes**
- ♥ I feel listened to: **Yes / No / Sometimes**

## Training & Growth

- ♥ I've received the training I need to feel confident in my role: **Yes / No**
- ♥ I know how to access learning opportunities: **Yes / No / Not Sure**
- ♥ Training I would like to see added: \_\_\_\_\_.

## Wellbeing & Workload

- ♥ I feel my wellbeing is supported at work: **Yes / No / Sometimes**
- ♥ I feel able to manage my workload: **Yes / No / Sometimes**
- ♥ What would help you feel more supported?: \_\_\_\_\_.

## Open Feedback

- ♥ What's one thing we're doing well? \_\_\_\_\_.
- ♥ What's one thing we could improve? \_\_\_\_\_.
- ♥ Anything else you'd like to share? \_\_\_\_\_.





## Part 4

# What to Do With the Results

### 1. Analyse the Data

Group answers by theme. Look for patterns: Are there consistent issues around training? Morale? Communication?

### 2. Share a Summary with the Team

Transparency is key. Share what you heard and what actions you're taking as a result.

**Example:** "Many of you said you'd like more training support. We're introducing a monthly training calendar starting next month."

### 3. Follow Through

Feedback without follow-through creates mistrust. Even small changes can have a big impact when they come from staff voices.

### 4. Repeat and Refine

Don't treat it as a one-off. Quarterly reviews show your team that listening is part of your culture, not a campaign.



#### Founder's Circle Tip:

**Consider building a simple dashboard that tracks changes in staff sentiment over time. Share progress in team meetings to reinforce trust.**



## Part 5

# Using Staff Surveys to Win Bids & Attract Private Clients

Staff satisfaction surveys aren't just good for culture, they're powerful tools for growth and credibility. When you collect and act on feedback, you're not only improving your service you're creating evidence that helps you stand out in both public sector bids and private care consultations.

## In Tender Submissions

Most care tenders evaluate you on workforce development, staff wellbeing, and leadership. Here's how your survey can boost your score:

### Evidence of Listening & Engagement

"We run quarterly staff satisfaction surveys and use this data to shape our training, wellbeing strategy, and retention plans."

### Improvement Plans with Real Data

"Based on feedback, we introduced shadowing for new starters and a wellness check-in programme, resulting in a 25% drop in early leavers."

### Demonstrating Continuous Quality Improvement

"We use anonymous staff feedback to refine care delivery, strengthen leadership, and inform internal audits."



**Tip:** Include sample results, anonymised graphs, and quotes as appendices to show real insight and impact.

## In Private Client Conversations

Families want to know: “Who’s caring for my loved one — and how are they treated?”

Surveys help you answer with confidence:

## Trust in Your Team

“We regularly check in with our staff to make sure they feel supported and motivated and that translates directly into the quality of care your loved one receives.”

## Values-Driven Culture

“Our carers tell us they feel respected, trained and valued which is why they stay with us. That means stable, consistent care for your family.”

## Differentiation

Most providers don’t mention staff satisfaction. You can, and it shows you lead with heart and strategy.



### Final Thought

**A Staff Satisfaction Survey is more than a form, it’s a culture tool.  
Done well, it fosters honesty, belonging and  
continuous improvement.**

Your care company is only as strong as the team behind it.  
This is how you keep them strong.



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