

SURVEY DECISION LIST

PROJECT: _____ **DATE BEGUN:** _____

SURVEY QUARTERBACK: _____ **DEPARTMENT:** _____

What decision(s) do you need to make?	_____ _____ _____ _____ _____ _____ _____ _____ _____ _____												
What category does this/these decision(s) fall into?	<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width:25%;">Go/No Go</td> <td style="width:25%;">Prevent Loss</td> <td style="width:25%;">Intro Service/ Prod</td> <td style="width:25%;">Enhance Ser/Prod</td> </tr> <tr> <td>Measure Satisfaction</td> <td>Forecasting</td> <td>Measure loyalty</td> <td>Increase sales</td> </tr> <tr> <td>Feasibility Study</td> <td>Strategic Planning</td> <td>Change Management</td> <td>Other:</td> </tr> </table>	Go/No Go	Prevent Loss	Intro Service/ Prod	Enhance Ser/Prod	Measure Satisfaction	Forecasting	Measure loyalty	Increase sales	Feasibility Study	Strategic Planning	Change Management	Other:
Go/No Go	Prevent Loss	Intro Service/ Prod	Enhance Ser/Prod										
Measure Satisfaction	Forecasting	Measure loyalty	Increase sales										
Feasibility Study	Strategic Planning	Change Management	Other:										
How high is the cost of making an error in this/these decisions?	VERY HIGH VERY LOW 												
How much uncertainty will this survey project reduce?	VERY HIGH VERY LOW 												
For what timeframe will the results of this survey be valuable/impact your business?	ONE TIME LONG TERM 												
Identify the information you must gather for this survey project to be successful. Prioritize the top three points.	1) _____ 2) _____ 3) _____												
Estimated total cost to conduct the survey: Budget responsibility:													

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DEFINE PROJECT

What is the objective of conducting the survey? (Why now, why not later?)	_____ _____ _____ _____			
What is the approximate timeframe for the survey?	ANTICIPATED START DATE: _____ PROJECTED END DATE: _____ SURVEY RESULTS BY: _____			
How are respondents invited to participate?	Email	Website links	IM	Meetings
	Ping	Text	Other	
What is the benefit to the respondent for participating in the survey?	_____ _____ _____			

DEFINE AUDIENCE

Whom do you plan to survey?	Customers	Prospects	Site Visitors	Colleagues
	Allies	Academia	Constituents	Survey Panel
	Partners	Employees	Other	
What is the audience size?				
How much time will it take the respondents to complete the survey?	What is the percentage of this group do you want to invite?		What percentage of this invited do you want to respond?	

DEFINE PROJECT TEAM

Which internal resource is needed in order to complete this survey project?	DEPARTMENT	TEAM MEMBER
	Management	
	Marketing	
	IT	
	Finance	
	Administrative	
	Human Resources	

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PROJECT TIMELINE

TASKS	RESPONSIBILITY	DATE DUE	✓
Identify Respondent-base/ source			
Coordinate invitation tactics			
Compose questions			
Test survey method			
Launch survey			
Implement the invitation tactics			
Download results			
Initial data review			
In-depth data analysis			
Create report			
Present/ circulate results			
Implement decisions			