



CEOS AND EMPLOYEES SOUND OFF:

The full survey results on Know Your Company
(and why this data matters)



About the survey

Know Your Company is a software tool that helps CEOs uncover insights into their companies that they didn't know before. Designed especially for companies with 25 to 75 employees, Know Your Company poses regular questions to employees to uncover how they feel about the business, the work and the culture. Companies also learn what everyone is working on, who employees are as people and other insights.

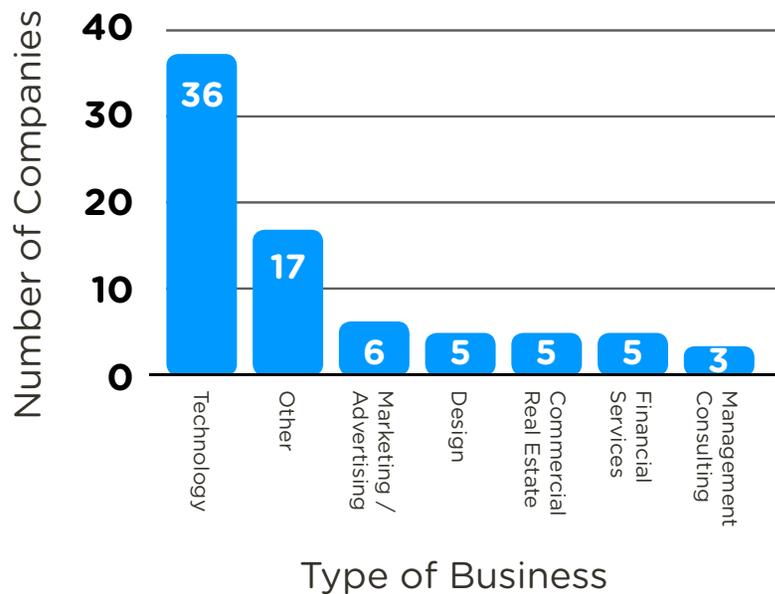
In the summer of 2016, Know Your Company surveyed CEOs and employees who use the software tool to learn the impact it has had on their companies. Ninety-six CEOs and 143 employees from 30 different companies responded to a series of yes/no, multi-response and open-ended questions. The majority of those companies were in the technology sector, but industries including management consulting, design, marketing and financial services were also represented.



CEO survey respondent demographics:

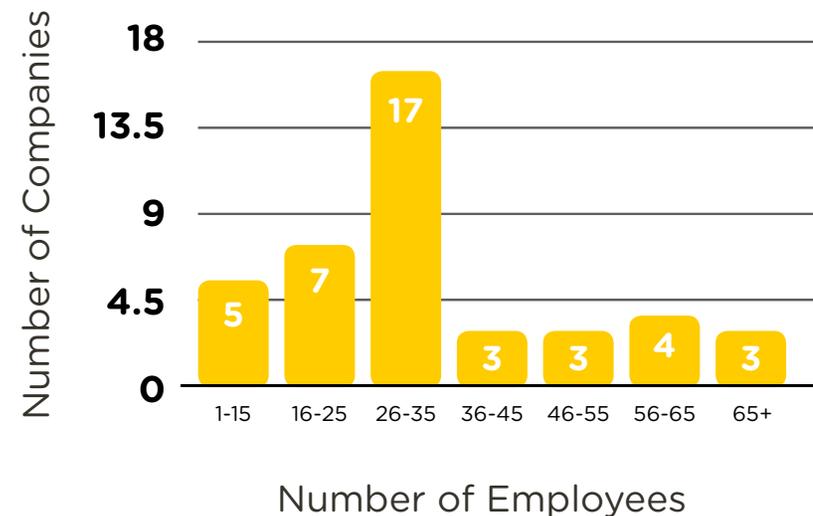
Industry of Company

This graph outlines the number of companies that responded to the survey in each industry category.



Size of Company

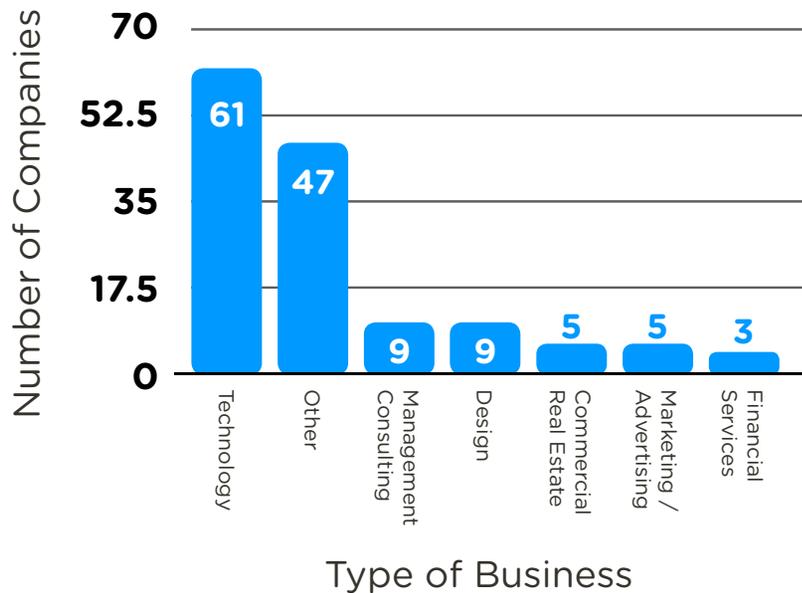
This graph outlines the number of companies that responded to the survey in each size category.



Employee survey respondent demographics:

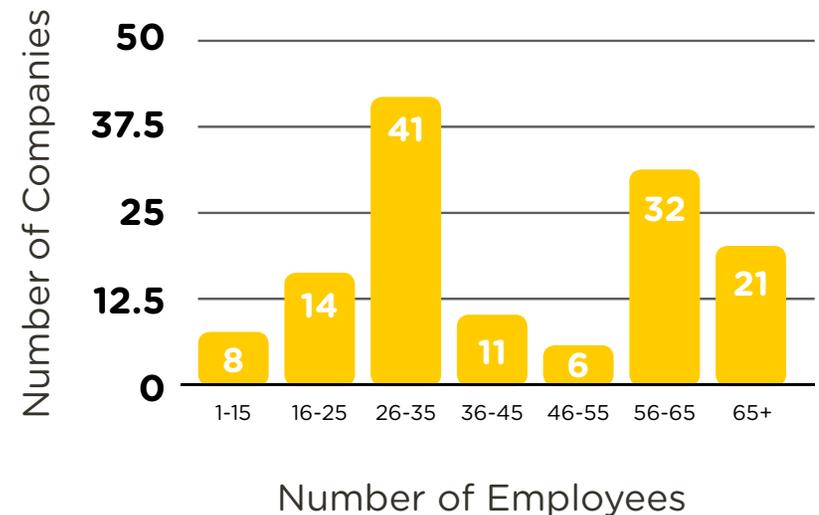
Industry of Company

This graph outlines the number of companies that responded to the survey in each industry category.



Size of Company

This graph outlines the number of companies that responded to the survey in each size category.



Survey results

Among the most interesting finding in this survey report is the **consistency between CEO and employee views**. Both groups felt more connected due to the feedback loop Know Your Company creates. As companies grow, that feeling of connectedness is critical for engagement, productivity, informed decision-making and more.

Read on for the details...

A more connected workplace

92% of CEOs who use Know Your Company feel more connected to employees.



*"I love that it can add a fun and funky way to **connect** with the team."*

- Annie DeYoung, Mighty in the Midwest

A more connected workplace

94% of employees who use Know Your Company feel more connected to co-workers.



*“As someone who doesn’t have the opportunity to spend much time with other employees, I like the insight it gives me on them on a **personal level.**”*

- Donna Handforth, TechWell

Why does this matter?

Making connections helps close the trust gap at work. Studies show that 33% of employees don't trust their CEOs. When employees do feel connected to their CEOs, they are more loyal, work harder and speak more highly about the company. Connections between co-workers increases engagement, as well.



Higher employee engagement

80% of CEOs who use Know Your Company say their employees are more engaged.



*“Teams find **common ground** they didn’t know was there, and new people find reasons to connect with the people they don’t cross paths with on a day-to-day basis.”*

– Amanda Lannert, CEO, Jellyvision

*“Being a remote employee, it’s great to feel included in a ‘conversation,’ so to speak, with fellow employees about a topic that are miles away. It’s also a great **ice breaker** to get to know a little more about the people I work with.”*

– Samantha Leuders, University Tees

Why does this matter?

A **2009 Gallup poll** of more than 1,000 U.S.-based employees found that for every disengaged employee, a company loses between \$3,400 and \$10,000 in salary due to decreased productivity. Employee engagement increases productivity and lowers turnover. **Gallup** found engagement is highest among employees who communicate daily with their managers.



Improved communications

60% of CEOs say communication with the company is easier.



“Easier to communicate *to the top bosses my opinion on subjects I might not have told them.”*

- Jason Terry Vreman, Granite Homes

Improved communications

78% of employees say they have more of a voice.



*“Gives **everyone a voice** to give their opinion about specific issues, and many people actually do speak out, whereas in another context they wouldn’t.”*

- Matt Dolan, Jadu

Why does this matter?

Employees are closest to the work the company does, and they can cure **CEO blind spots** - if they feel comfortable enough to speak up. By contrast, when employees lack a voice, they are more likely to be disengaged. Gallup found that **four out of 10 workers** become actively disengaged when their managers don't communicate feedback frequently.



Healthy company culture

85% of CEOs see a positive impact on company culture.



*“The introduction questions for new starters is a great way to **break the ice!**”*

- Shreedhan Vaidya, Engage Interactive

Why does this matter?

CEOs know how important company culture is, especially when 74% of employees would consider looking for a job at any given time, according to a **2013 Harris Interactive poll**. Without a healthy company culture, turnover increases, and that's expensive. It costs the average company 150% of an employee's salary to find a new person to fill that position.



Better business decisions and knowledge about what's going on at work

80% of CEOs have made more informed business decisions.



*“[Know Your Company is] a good way to connect multiple offices and **get people talking** about what they are working on”*

- Kate Lackie, human resources lead at gravitytank

Better business decisions and knowledge about what's going on at work

81% of employees better understand what's going on at work.



*“Because of Know Your Company, we are all aware of **what is happening** in the company.”*

- Maria Vallecillo, The Franklin Hotel

Why does this matter?

A 2010 survey of more than 2,600 employees across industries showed that employees intervene in only about two of five unsafe actions or conditions they observe in the workplace. Those employees often have information **senior leadership does not**. In order to learn what's happening on the front lines of their own businesses, CEOs and leaders need to create an environment in which employees feel safe sharing information.



Greater confidence in leadership team

69% CEOs say they have become better leaders.



*“Know Your Company makes us **better managers**, by raising concerns before they become problems.”*

- Jason Chicola, CEO of Rev.com

Greater confidence in leadership team

67% of employees say they feel more confident in their leadership teams.



*“Know Your Company helped us be a more **transparent company** and helped me be a better leader!”*

- Brian Solano, CEO of CE Broke

Why does this matter?

Experts say it's important for executives to first connect and then lead. Employees whose managers hold regular meetings with them are almost three times as likely to be engaged as employees who do not have that regular communication with their managers. In discussing this research, **Harvard Business Review** wrote, "A growing body of research suggests that the way to influence—*and to lead*—is to begin with warmth... Prioritizing warmth helps you connect immediately with those around you, demonstrating that you hear them, understand them, and can be trusted by them."



Know Your Company is built on the idea that getting feedback from employees is not about checking a box. It's about asking questions, making it easy and routine for employees to participate, and taking action to address feedback.

Overwhelmingly, the CEOs and employees who participated in the survey confirmed our hypothesis that feedback helps businesses uncover insights and protect company culture as organizations grow.

To learn more, check out our e-book, “**Does employee feedback matter? How giving a voice to employees improves recruitment, retention and productivity,**” or [start a free trial](#).



Check out our [talks](#) and our [blog](#), and follow us on [Twitter](#).

