

ADVISORY

SAMPLE STAKEHOLDER SURVEY QUESTIONS

Stakeholder responses to these five simple questions will tell you most everything you want to know about their perceptions of your organization's overall strengths and weaknesses, fix-the-ship or brewing issues, potential strategic focus, and brand image.

1. What three things do we do best?
 - 1.
 - 2.
 - 3.

2. What three things need the most improvement?
 - 1.
 - 2.
 - 3.

3. If you could change one thing tomorrow, what would it be?

4. On what three things should we focus over the next three to five years?
 - 1.
 - 2.
 - 3.

5. If you were to describe your experience here to a friend, what word or phrase would you be most likely to use?