

Mini-Survey Guide for Coaches

I. The Mini-Survey Process

The Mini-Survey is still in a closed launch phase and is not available on our website to the open public. To receive more information about the Mini-Survey, please email survey@mgsc.net with any questions.

Throughout this process, we will refer to your client, the individual you are coaching, as the “leader”. The mini-survey process is briefly summarized as:

1. Requesting your Mini-Survey
 - a. Complete payment
 - b. Complete Mini-Survey request form
2. Preparing your Mini-Survey
 - a. Contact the leader and/or their stakeholders and let them know about their role in this process. See below for example emails.
 - b. Contact other involved parties if necessary. See below for example emails.
3. Launching your Mini-Survey
 - a. Contact the remaining respondents and remind them to submit their response.

The Mini-Survey launch phase is approximately two weeks, and you will receive your mini-survey report 3-5 business days after all the responses have been received. Please see the process checklist and Gantt schedule for more information...

Phase	Who	What	Week 1					Week 2					Week 3				
			M	T	W	TH	F	M	T	W	TH	F	M	T	W	TH	F
Requesting your Mini Survey	The Coach (You)	Complete payment in the payment link.															
	The Coach (You)	You will automatically receive a follow up email to the Mini-Survey Request Form.															
	The Coach (You)	Complete the Mini-Survey Request form.															
Preparing Your Mini Survey	The Coach (You)	Contact the leader and/or their stakeholders and let them know about their role in this process.															
	The Coach (You)	Contact other involved parties (i.e., organization IT) if necessary* (see below).															
	Stakeholder Centered Coaching (Us)	Process the mini-survey request (no emails are sent at this point in time).															
Launching Your Mini Survey	Stakeholder Centered Coaching (Us)	Send out emails with survey links to the leader and their stakeholders on the specified date.	X														
	Stakeholder Centered Coaching (Us)	Send out reminder emails with survey links to the leader and their stakeholders every two days.			X		X	X		X		X					
	Stakeholder Centered Coaching (Us)	Send out a response report to the coach.					X										
	The Coach (You)	Contact remaining respondents to remind them to complete the mini survey.					X										
	Stakeholder Centered Coaching (Us)	Once all responses are received, begin report processing (3-5 business days).										X					
	Stakeholder Centered Coaching (Us)	Send report to the coach within 3-5 business days.													X	X	X

II. Running a Successful Mini-Survey

To successfully run the mini-survey process with a Leader and the Leader's Stakeholders, there are three parts of the organization that need to be prepared for and do their part. These are:

- The IT Department
- The Leader you are coaching
- The Stakeholders who will complete the Mini-Survey

The IT Department

Due to the need for Internet Security many organizations have established rigorous protections for the organization through firewalls, etc. It is important that IT is both aware of the mini-survey and "white list" the email address that will be sending the invitations to the Leader and the Stakeholders. Please ensure that the Leader and their Stakeholders can receive emails from survey@mgsc.net.

Prior to the date set to open the surveys, the IT Department should be alerted that the survey will take place over the specified two-week period, and the email address with its links are “whitelisted” and tested to ensure the messages will be delivered into the Stakeholder’s email inboxes.

Have the Leader, or the Leader’s assistant, be the one to take care of this task. They can provide the reason for their request and describe the process to the relevant person in technical organization. The instructions can be something like the following:

(The Leader’s Name and email address) will be using an outside vendor MGSCC.net to collect feedback from the Leader’s Stakeholders, who have been supporting the leadership development of (Leader’s name), as internal coaches over the past six months. An online survey will be used so the Stakeholders will be able provide anonymous feedback on the Leader’s progress and suggestions for the future.

Your help is needed to ensure the instructions and link to take the survey arrive in each of the Stakeholders inbox. Both the Leader and the Stakeholders will be briefed and will be on the lookout for the email to participate in this “mini-survey” process.

Will you please “whitelist” the email address, survey@mgsc.net, to ensure that the emails will be delivered successfully?

The Leader You Are Coaching

Provide clarity with your Leader the importance of the Mini-survey process. Explain that the Mini-survey process is a critical formal step in measuring progress made by the leader. This is the real validation that the leader has actually succeeded in improving in the specified area of development in the eyes of the Stakeholders.

Coordinate with the Leader when the survey will be launched and that the survey will stay active over a two-week period. Ensure the timing is good and there is nothing that should interfere with the Leader and Stakeholders participating in the data collection.

Reiterate with the Leader that the Mini-survey process needs to be coordinated with IT to ensure the stakeholders will receive their instructions and the link to complete the survey will land in their inbox. Provide the Leader with the instructions from the above section to coordinate with the IT Department.

Once the surveys are ready to be received, it is time for the Leader and you as the Coach (if you will be also involved in communicating to the Stakeholders), to both alert the Stakeholders that the Mini-survey process will be taking place and provide the instructions to prepare the Stakeholders to complete the survey.

This should take place about a week before the launch of the Mini-survey. The following email can be used as is (or modified by you or the Leader you are coaching to send to the Stakeholders).

EXAMPLE: Draft email Leader sends to Stakeholders for the Mini-survey

Dear Colleagues:

In the upcoming weeks I would like you to look for an invitation to complete a very short online survey regarding my actions on my developmental goal of (fill in the blank). This survey will take only a few minutes to complete and is especially important to me.

Hopefully, you can take 5 minutes to complete this brief survey. The survey will come from survey@mgsc.net. If you do not receive a message in the coming week, please check your JUNK file. The survey will be active for two weeks.

As a reminder, I am asking two things of you. First, focus your evaluation on my behavior over the past 6 months (or twelve months). Second, be honest with your responses. I value this feedback and thank you for taking the time to complete the survey.

EXAMPLE: What email the leader will see when they receive their survey links. We will send these emails on your behalf.

SUBJECT LINE: Jane Doe needs your feedback for their coaching engagement

Dear Jane Doe,

You have been selected to participate in Jane Doe's Leadership Growth Progress Mini-Survey™ (Leadership GPS). Your feedback and contribution are important to Jane Doe's leadership development.

If you are the leader specified in this email, Jane Doe, you must still complete the survey for the self-evaluation component of the report.

The survey takes 5-10 minutes to complete and does not have to be completed in one sitting. Please save this email if you wish to access this link at another time. The survey is accessible now and will be closed in 2 weeks.

Survey link: [Click Here to Start the Survey](#)

Your response is confidential and will be anonymously compiled into a Mini-Survey LGPS report (unless you are in a non-anonymous single group like 'Manager').

If you have any queries about the survey, please contact the coach via email or phone. Thank you for your cooperation and for making your opinion count.

*Sincerely,
Coach Name
Coach Email*

The Stakeholders Who Will Complete the Mini-survey

Provide clarity with the Stakeholders of the importance of the Mini-survey process. Explain that the Mini-survey process is a critical formal step in measuring progress made by the leader. This is the real validation whether, or not, the leader has actually succeeded in improving in the specified area of development is in their perception.

Also, please advise your stakeholders of breakout groups and how they protect their identity. We require a minimum of 3 stakeholders per breakout group **except for the Manager**. If there is a single manager in the list of stakeholders, this individual will not be anonymous since most leaders will only have one manager.

An email like the one here will help prepare the Stakeholders to all participate in the data collection for the Mini-survey Report.

EXAMPLE: Draft email you send to stakeholders for the Mini-survey (unless the Leader wants to also provide these instructions, which will require some rewriting).

Greetings Stakeholders for (fill in leader's name),

Thank you for your active participation over these past months as a Stakeholder with fill in leader's name). It is now time to complete a Mini-survey to provide him with a measurement of his progress toward his goal of "(fill in Leadership Goal)." As (fill in leader's first name) is continuing to work on his Leadership Goal, this is a good time receive some anonymous feedback and suggestions for moving forward.

The process is quite simple. Click on this link that will take you to the survey.

When you get the invitation from survey@mgsc.net, just click on the link and it will take you to the survey.

It should only take you a few minutes to complete and is of great value to (fill in the leader's first name). With the exception of his, or her, manager, all your responses will be anonymous and combined with others to maintain confidentiality. Please complete the survey right away this week.

Before you complete the Mini-survey, I want to remind you how a stakeholder plays his, or her, role effectively:

- *Commit to be fair and honest. It does not help a leader to receive either false praise, or false criticism about their efforts to improve. It does help to get accurate and appropriate reinforcement for what the leader did and did not do.*
- *Help the leader by being positive and supportive – not cynical, negative or sarcastic. If Stakeholders are positive and supportive of the leader's efforts to change, the leader will be much more likely to continue the process.*

EXAMPLE: What email the stakeholder will see when they receive their survey links. We will send these emails on your behalf.

SUBJECT LINE: Jane Doe needs your feedback for their coaching engagement.

Dear John Doe,

You have been selected to participate in Jane Doe's Leadership Growth Progress Mini-Survey™ (Leadership GPS). Your feedback and contribution are important to Jane Doe's leadership development.

If you are the leader specified in this email, Jane Doe, you must still complete the survey for the self-evaluation component of the report.

The survey takes 5-10 minutes to complete and does not have to be completed in one sitting. Please save this email if you wish to access this link at another time. The survey is accessible now and will be closed in 2 weeks.

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If you have any queries about the survey, please contact the coach via email or phone. Thank you for your cooperation and for making your opinion count.

*Sincerely,
Coach Name
Coach Email*