

## **12 Questions That Matter**

*Adapted from Marcus Buckingham by Peter Cole, Cole Consulting LC*

If you want to build the most powerful organization possible, then your first job is to help every person generate compelling answers to 12 simple questions about the day-to-day realities of his or her job. These are the factors, argue Marcus Buckingham and his colleagues at the Gallup Organization, that determine whether people are engaged, not engaged, or actively disengaged at work.

**Have each respondent rate, on a scale of 1-5, each question on the basis of:**  
Strongly Agree, Agree, Not Sure, Disagree, Strongly Disagree.

1. Do I know what is expected of me at work?
2. Do I have the materials and equipment that I need in order to do my work right?
3. At work, do I have the opportunity to do what I do best every day?
4. In the past seven days, have I received recognition or praise for doing good work?
5. Does my supervisor, or someone at work, seem to care about me as a person?
6. Is there someone at work who encourages my development?
7. At work, do my opinions seem to count?
8. Does the mission or purpose of my organization make me feel that my job is important?
9. Are my coworkers committed to doing quality work?
10. Do I have a good friend at work?
11. In the past six months, has someone at work talked to me about my progress?
12. This past year, have I had opportunities at work to learn and grow?