

STAFF SURVEYS... Get the Results to Perform Better



A carefully crafted survey could ensure you gain valuable information to...

- Engage and Retain your Employees
- Increase your Employee Motivation
- Unlock your People Performance
- Give your Organisation that Competitive Edge
- Boost Profitability

Why Bother With Staff Surveys?

Staff surveys provide a thorough understanding of staff attitudes and perceptions. They should be the first essential step to developing strategies that can improve staff motivation, reduce staff turnover, increase innovation, and lead to better customer retention - all of which will increase productivity, reduce costs and improve profitability.

Show your Commitment to your staff

By commissioning staff surveys employers are sending a positive signal to their employees that they are listening. However, this must be matched by a commitment to follow-up on the findings.



Because we are a HR consultancy, not just a survey company, we understand how organisations work and how results can be utilised to bring about strategic change

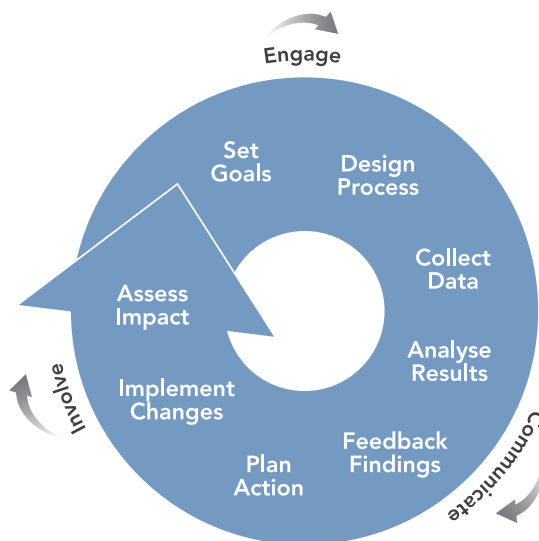
Let Us Do The Work For You

Enlightened organisations in all sectors carry out regular surveys. The most common being:

- Employee Attraction: Building a 'best to work for' reputation
- Employee Engagement & Retention
- Employee/Customer Attitude
- Customer Satisfaction & Loyalty
- Organisational Climate & Culture
- Values, culture and 'living the brand'
- Exit/Absenteeism
- Equal opportunities and diversity (e.g. recent age legislation)

Pilat's Metric Cycle

Pilat's approach to conducting surveys:



At its best, a survey can focus people on essentials. It empowers them and their organisations to make decisions, achieve goals and measure how successful they've been. For maximum effectiveness, specialist and technological support is essential.

This is where Pilat comes in. The breadth of our combined IT and HR expertise enables us to provide a total survey package consisting of:

- Project specification
- Questionnaire design
- Survey communications
- Data collection (online, telephone and postal)
- Analysis and reporting
- Results communications
- Follow up research
- Change management

We will help you to ensure that the information obtained is comprehensive, meaningful, accurate, accessible and actionable. And if you wish, our Organisational Development Consultants will help you to review and interpret the results to drive decision-making and action planning.



What are your options?

Do you regularly survey the attitudes and opinions of your employees?

YES NO

Is this having the positive impact it should?

- 8 Tell-Tale Signs That All Is Not Well
- Difficult to obtain approval and/or funding
 - Staff cynical about the purpose
 - Lukewarm support from leadership team
 - Lack of interest in the findings
 - Results difficult to interpret
 - Planned actions 'fizzle out'
 - No year-on-year improvement
 - Low or declining response rates

What surveys can do for you.

- Identify how business practices, processes or values need to change
- Feed an understanding of the organisation's culture into the business strategy
- Monitor the impact of strategic initiatives and anticipate how employees may react to changes
- Clarify causes of problems such as high turnover, low morale, poor productivity or absenteeism
- Improve internal communications, engagement and involvement of staff

Case Study Example

This case study illustrates the extent to which a first-time survey initiative can be used to drive culture change.

The Situation

The client was a global car manufacturer, seeking ambitious sales growth by refocusing its brand values, launching new models and repositioning itself in the market place. The UK Sales and Marketing division realised that the demanding targets set by its parent company could only be achieved through a radical change of culture among its managers and staff.

The Solution

Pilat therefore undertook interviews and focus groups to determine the behaviours and values needed to enable the company to achieve its business goals. A highly customised survey instrument was then used to assess the extent to which these values and behaviours were already present, and highlight the areas where change was most needed.

Results were fed back at facilitated meetings with the management board, departmental teams and grass roots staff to decide on improvement actions. It was found that people worked relatively well together within departments. Employees were enthusiastic and felt challenged, but often felt frustrated in their jobs and were hungry for more responsibility.

The Results

As a direct consequence of the survey, significant improvements were made to training, development, feedback programmes, performance management, succession planning, communication channels and customer-supplier relationships. Many sources of frustration were removed and relocation plans were adapted to ensure a one-team environment.

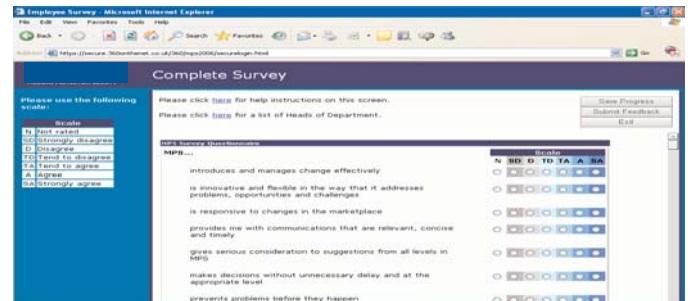
A follow-up survey after a year showed much improved results, particularly in the areas identified by the management board as critical to business success. The company met all its initial sales targets and is now perceived as a 'big player' in the automobile industry.

Survey Technology

Our web-based HR Survey Pulse technology can take the headache out of data collection, analysis and presenting the results. This enables surveys to be administered online with a level of efficiency that was inconceivable a decade ago, enabling us to cater easily for surveys involving:

- Global and/or multilingual audiences
- Complex sampling frames
- Regular or continuous tracking
- Results for large numbers of sub-groups

Example of Online Questionnaire:



Example Engagement Survey Report:

Engagement Level	Description	Team	Dept	Organisation
Fully Engaged	<ul style="list-style-type: none"> ■ Passionate about their work and the organisation ■ Will do what ever it takes to deliver results ■ Feels like a true owner ■ Delivers consistent, high quality results in their trademark ■ Finds innovative solutions to the toughest problems 	20%	41%	10%
Engaged	<ul style="list-style-type: none"> ■ Focused on their deliverable, project, and individual responsibilities ■ Delivers good, solid performance ■ Always does their fair share of work ■ Works well with others and will help out when 	40%	45%	50%
Somewhat Engaged	<ul style="list-style-type: none"> ■ Selective about where they put their energy ■ Spends a lot of time doing things that are not helping customers or the organisation ■ Delivers when they have to, or when you are watching ■ Does what it takes to get by ■ A "Master" at distracting others ■ Seen as a role model and leader 	30%	9%	30%
Disengaged	<ul style="list-style-type: none"> ■ Only works when they have to, they really want to be doing something else ■ Results are NOT meeting the standard ■ Has a "We"-/They" perspective ■ Negative about the organisation, as well as in their interactions with coworkers and customers 	10%	4%	10%

For a **complimentary consultation** to discuss your options with our Survey Specialists, please contact us on 020 8343 3433 or email Igrover@pilat.com, subject header line to read "Survey Enquiry".