

Quantify Survey Research August 2009

Don't conduct a survey

If you have been receiving these emails for a while, this isn't the sort of headline you've grown accustomed to seeing.

I usually urge you to consider the benefits of getting some **Management Information about how people FEEL** so that you can work on improving your relationship with your employees and / or clients. And that means conducting an Employee Satisfaction Survey or a Client Satisfaction Survey or for a rather different purpose, operating a 360° Feedback system, any or all of which projects we are ready, willing and very able to help you with.

But August is not at all a good time to do any of these things. With so many people away on their holidays, and those that aren't preoccupied with where they are about to go or where they've just been, the response rate to any kind of survey is likely to be disappointing.

So if you are in the office, now isn't the time to run a survey but it is a great time to plan one.

From September until the second week of December when Christmas* celebrations really kick in, you have an ideal spell during which to run the project. Please call me now, to get the plans in place to make sure it happens and you will have the data you need to drive improvement initiatives for later this year, or early 2010.

* Was I the first one to mention it this year - sorry!



David Lusty
Principal Consultant
Quantify London

See Dot Struthers' guest article below for a summary of the unintended but corrosive effects of organisations' responses to recession, which you can measure using surveys.



We can help with

Consultancy and bureau support for

[Employee Satisfaction Surveys](#)

[Customer Satisfaction Surveys](#)

[Internal Customer Satisfaction Surveys](#)

[Bespoke 360° Management Feedback](#)

[360° Feedback off the shelf](#)

We also offer:

A comprehensive [Employee Satisfaction Survey Research Kit](#) for those who just can't instruct a consultant to help. It provides everything you need to develop, administer and reports an employee survey in-house.

[Training Seminars](#)

You can access *Quantify Survey Research* for previous months [here](#).

Click [here](#) to see what clients say about us.

More information

For a free initial consultation, please call David Lusty, Quantify London on 08452 41 41 60 or 020 8704 1296 or click to [email](#).

Or call Sue Alderson, Quantify Yorkshire, on 0845 241 3450 or click to [email](#).



Sue Alderson, Quantify Yorkshire

The QUANTIFY sample Web Survey

You can visit our sample web survey [here](#). This imaginary employee survey demonstrates the speed and flexibility of our web system and describes the many aspects which can be configured to suit your preference. It incorporates a quick tour of the various Quantify services you may choose to use, including links to selected outputs illustrations .

If you know anyone who is considering a survey, please forward this email to them and suggest they have a poke around in our sample survey.

Refer a Friend?

Would you please forward this email to anyone you know who might be interested in any of our services? Or if they prefer, pass us their details, and we'll get in touch directly.

Quantify Press Releases

[April 2008 Quantify launches Employee Satisfaction Survey Research Kit](#)

[January 2008 Quantify launches web-based 360 degree Feedback systems \(off the shelf\)](#)

[November 2007 British Medical Journal seeks second opinion](#)

[September 2007 Gold award to Quantify Principal Consultant for 50 blood donations.](#)

[September 2007 Harrow Council consults about the Way Ahead](#)

[June 2007 Quantify Principal Consultant enrolls as Blood Platelet Donor](#)

[April 2007 Quantify's unique presentation of employee survey results helps prevent a waste of resources](#)

[April 2007 Identifying room for business and individual improvement](#)

[April 2007 Quantify illumines Cara Irish Housing Association's room for improvement](#)

[April 2007 Quantify launches a bespoke 360° feedback system](#)

Blood Doning

I'm on an enforced eight week break after the last donation had to be stopped part way. Next visit scheduled for 25 August. Fingers crossed.

David

P.S. If you aren't already a blood donor, click the logo below to visit the National Blood Service site to find out more about why it is so important and how easy it is.



Do something amazing today

Save a life

Give blood

David is the proud possessor of a Gold Award for 50 donations (illustrated on the left), and these days, he is a [blood platelet donor](#).

The process involves being connected for an hour or more to a machine which draws out blood, separates the platelets, and returns the rest of the blood.

Because most of the blood is returned to the donor, platelet donors can donate every four weeks. "Normal" whole blood donors give only three donations a year. The procedure is much simpler and their donation is limited to ten minutes.

Guest Spot

Dot Struthers runs a HR consultancy and coaching business called Leaders in Mind where she works with a wide range of clients on Leadership and Management Development.

She has created a unique way for managers to develop their skills by exploring and sharing ideas, thoughts and experiences with others in small group tele-coaching programmes.



Dot writes...

Why invest in training in tough times?

This recession is having a definite impact on the workplace, with businesses shrinking, budgets being cut and development restricted to business critical only.

This change in business focus creates confusion and uncertainty and our personal survival mentality kicks in and we begin to wonder who we can trust.

I am reminded of the book Patrick Lencioni wrote called *The Five Dysfunctions of a Team* where he explores the key elements which cause the breakdown of team performance.

The basis of his model is that all relationships are based on trust and if there is no trust there is no relationship and instead what you get is a lot of suspicion and game playing.

This lack of trust then creates a fear of conflict where the team are unable to engage passionately in a discussion or challenge or disagree with each other and instead they hold back; guarding their comments, creating an artificial harmony.

And because individuals within the team are unable to air their thoughts and feelings there is a lack of commitment or buy-in and they merely pay lip service to the decisions being made.

Because this is a token gesture the team then avoid accountability, lowering the standards and eventually this inattention to results encourages individuals to put their own agenda and needs before the collective goals of the team or business.

How training can prevent dysfunctional teams

In times of recession companies rely more than ever on their people to find new business or find new and cost effective ways of doing things so this is precisely the time to invest in your teams.

Whatever stage of development your team are at it's worth taking a day out to ensure none of these dysfunctions are creeping in.

Some key questions you may like to consider are:-

1. How much trust exists between your team members and how do you know this?
2. How much conflict occurs within the team and how do you handle it?
3. How easy is it to get people to really buy-in and commit to decisions?
4. How good are you at holding your peers accountable for their behaviour and actions?
5. Are your team more focussed on their individual goals or the teams goals?

Once you become aware that your team is dysfunctional the best thing you can do is to acknowledge it and discuss it as a team, otherwise it will fester and become worse.

Training and development makes people feel invested in and valuable. They will be more engaged and productive and in these difficult times that has to be a good thing for any organisation. Those that invest in training during the hard times are proven to grow faster in the good times.

Quantify in the Media

Date	Publication	Item	Link
July 2009	Human Resource Management International Digest Vol 17 No 4	Article by David Lusty "Find out what your people really think: How to maximise response rates to employee satisfaction surveys". (Only slightly mangled by sub-editors!)	Link
March 2009	Training Journal	Article by David Lusty "Maximise the Response Rate to your Employee Survey". This is a digest version of a more detailed article. The full article is here .	Link
November 2007	Human Resource Management International Digest Vol 15 No 7	Article by David Lusty "Debunking the Benchmarking Myth".	Link
September 2007	Human Resource Management International Digest Vol 15 No 6	Article by David Lusty "How to avoid the pitfalls of employee satisfaction surveys".	Link
September / October 2007	Human Capital Management	Article by David Lusty "Answers Before Questions"; 12 key points to get useful information form an Employee Satisfaction Survey	Link
12 June	Personnel Today	Article by Kirstie Redford on 360 Feedback with a case study and expert comment from Azure Consulting (Quantify Yorkshire)	NA
May / June 2007	Human Capital Management	Article by David Lusty "Debunking the Benchmarking Myth" pointing out the risks associated with benchmarking comparisons.	Link
May 2007	Training & Coaching Today	"Digest" version of the HCM article above	Link
May 2007	Training Journal On Line	Announcement of bespoke 360 Feedback capability on the web, inventory based on client competencies framework	Link
March 2007	Training Journal On Line	Release of latest Subset Tabulation report providing significance indicators for differences between subset results for individual items, and for clusters of items	Link

Free "How to" guides

- Your Customer Satisfaction Survey
- Your Employee Satisfaction Survey
- Your Internal Customer Satisfaction Survey
- Your Management Feedback System (360 Feedback)

These e-books are full of practical advice and checklists for planning every stage of the project. Most people will find something useful in them. To request your FREE copy, please [click here](#).

Survey of the month

The survey of the month is not one of ours. It might not always be particularly topical, or very important or even serious, but we hope you will find it interesting.

OUR surveys are more than just interesting. They provide **management information** about how people **feel** doing business with you or working in your organisation. This allows you to manage your relationship with clients and employees, to retain clients and employees better, to reduce costs, improve customer satisfaction and to compete more successfully.

Volunteering England are puzzled and anxious

Volunteering England (VE) is the national volunteering development agency for England, committed to supporting, enabling and celebrating volunteering in all its diversity.

They conducted a Citizenship Survey looking at the percentage of people who volunteered in the year to April 2009 and the results, published in July have left them puzzled and anxious about a 2% reduction compared with the prior year.

They say they need more time to understand the results better and they're trying not to jump to conclusions but the question they don't address is whether the 2% is a significant difference or not. Without access to the raw data, we can't know, but this simple, but crucial bit of extra information would tell them whether they were fretting about a real reduction, or just sampling variation.

Our survey results provide information on the significance of any differences as a matter of routine.

If you can bear to share VE's fretful uncertainty, click [here](#) not for the full story, because they haven't worked it out yet, but for the story so far...

Questionnaire authors' Top Tips

These tips are drawn from our popular and successful one-day seminar, *Developing, Authoring and Designing Survey Questionnaires*.

2009 open course dates are on the web page.

We also offer a seminar about analysing and interpreting the results of surveys.

Don't always ask what you want to know

Having decided what you need to know, it is very tempting, when composing your questionnaire, just to convert the list of required facts into questions.

We referred last month to the percentage issue. Perhaps we need to know what percentage of the household income goes on heating. Because many people have a problem with percentages, rather than just ask for a response as a percentage figure, it is better to ask what is the household income, and what is the annual heating bill, and then do the arithmetic ourselves.

Another example is the list of items where we want to know which are the three most valued, or most important to informants. The "ask what we need to know" approach is to ask people to tick the three most important, or to rank the whole list. This is hard for people to do, so it is better to ask people to give every item on the list a rating on a scale of value, or importance. That is much easier for informants to do.

When you summarise the results, you can rank the items according to the average score each one got.



David Lusty, Quantify London

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Management information about how people FEEL

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