

Quantify Survey Research January 2009

Get fit for the New Year

I don't mean to be facetious when I wish all our readers a Happy New Year. It looks as if 2009 will be a challenging year but for sound businesses, well managed, it need not be a disastrous one.

To manage anything effectively, of course, you need information and that includes information about your clients' view of what you do, and your employees' feelings about the way they are treated. Organisations always need to have their employees on side, but perhaps more so when things get tough.

Now that the Christmas break is out of the way, we are entering a good time to organise and run a survey among clients or employees to get some crucial **Management Information about how people FEEL.**



David Lusty
Principal Consultant
Quantify London



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.

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 Jo Glover, Quantify Yorkshire on 0845 241 3450 or click to [email](#).



Jo Glover, Quantify Yorkshire

Guest Spot



Dot Struthers runs a HR consultancy business called Leaders in Mind and works with a wide range of clients wishing to develop their emotional intelligence and leadership skills. She has created a unique way for you to build your confidence by exploring and sharing your ideas, thoughts and experiences with others in small group tele-coaching programmes. You can visit the learning community she has set up for school leaders at www.merechats.co.uk.

If you would like to explore how this could work for your business please contact Quantify and we will put you in touch.

Dot Struthers writes...

Reflecting on your Emotional Intelligence

As you start the New Year perhaps you've found yourself reflecting on your management responsibilities and the skills you need to develop to make you more effective. Emotional Intelligence is essential for all managers, irrespective of the profession you are in because people are at the heart of everything we do in business.

It all starts with self awareness

People often think they understand themselves until they start to manage others. Self awareness requires an understanding of who you are and how your values, beliefs and personality dictate your management style. A mistake managers often make is taking on too much responsibility and not delegating enough. A smart move is to play to your strengths whilst utilising the skills that you have in your team.

Enhancing performance

Managing your own performance is relatively simple, but helping others to enhance their performance requires more effort. One of the key responsibilities of a manager is to provide a clear sense of direction which inspires, motivates and excites.

The way to enhance efficiency is to examine how your team organise, plan and prioritise their activities and encourage them to adopt effective routines and habits which reflect your organisation's ethics and standards.

Life Long Learning

Learning is about taking personal responsibility for all your actions and behaviour and not blaming others for your situation. As a manager your role is to coach and mentor your team. As a coach you need to be able to listen without judgement or interrupting and to ask questions which reveal the actions your team need to take without you having to tell them what to do.

Feedback is often perceived as giving bad news. A better way to think about feedback is that if you don't give it to others you are holding them back and preventing them from being all that they can be.

Managing change

In times of change, emotions can be high and motivation and confidence levels can dip. The challenge you have as a manager is maintaining your own enthusiasm whilst helping people to move beyond their fears and manage their energy and attitude. The key thing to remember about change is that although you may have a plan to get from A to B, people don't change at the same pace as your plan, some dig their heels in whilst others throw stones and hold you back. The secret is to expect this and plan for it.

Building Relationships

Communication is at the heart of building relationships whether that's with your customers, suppliers or other departments at work.

The ability to build rapport with all types of people, especially those who are different to you is essential and if you are really good at it you will use their difference to your advantage.

Reading body language will give you subtle clues as to what people are thinking and feeling and if you are connecting with them. By adapting your style and approach to the needs of others you will build trust and confidence.

One thing you can be sure of is that as a manager you will make mistakes, so don't beat yourself up when you do. Instead stop, reflect and capture the learning and next time try something else. If you keep doing the same things, you'll keep getting the same result.

The QUANTIFY sample Web Survey

You can visit our sample web survey [here](#). This imaginary employee survey demonstrates the speed and flexibility of our system, provides links to selected outputs illustrations and describes the many aspects which can be configured to suit your preference.

If you know anyone who is considering a web 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](#)

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](#).

Blood Doning

I am still suspended following a visit to India and Sri Lanka last August. You can't give blood for six months after such a trip in case you might be incubating a nasty tropical disease.

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.



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.

Quantify in the Media

Date	Publication	Item	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

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.

Towards 2012 - Employees welcome workplace pension reforms

Research published on 9 December last year showed that nearly 70 percent of employees who would be eligible for automatic enrolment saw themselves as saving through the workplace pension reforms when they are introduced in 2012.

The survey, conducted for the Department for Work and Pensions, revealed that workers were very much aware of the importance of making provision for later life and that 64 percent believed that automatic enrolment into a workplace pension with an employer contribution was an attractive option.

Additional research on the attitudes of employers also showed nearly 60 percent thought the workplace pension reforms were a good idea.

The story on the DWP web site, with links where you can request more details is [here](#).

Questionnaire authors' Top Tips

These tips are drawn from our popular and successful one-day seminar, [Developing, Authoring and Designing Survey Questionnaires](#).

2008 open course dates are on the web page.

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

Print a reply address on a paper questionnaire

We still occasionally conduct surveys using paper questionnaires, and almost always provide a business reply envelope. This helps to improve the response rate by saving people the trouble of addressing an envelope and the expense of a stamp.

Sometimes the envelope gets separated from the questionnaire*, though, so rather than just say "return in the envelope provided" we put our full FREEPOST address on the questionnaire, so that anyone who can't find our reply envelope still has a convenient way to return the questionnaire.

*We know they do because we sometimes receive somebody else's response item in our envelope, and less often, one of our questionnaires forwarded by another concern which had received it in one of their reply envelopes.



David Lusty, Quantify London

More information

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please call David Lusty, Quantify London on 08452
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click to [email](#).

or call Jo Glover, Quantify Yorkshire on 0845 241
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Management information about how people FEEL

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