

Quantify Survey Research June 2009

Job Satisfaction rising

You have probably heard about the CIPD (Chartered Institute of Personnel and Development) [survey](#) which has found that people are more satisfied with their employment now than they were in 2006. CIPD explain this by suggesting that people feel grateful still to have a job.

This isn't an engagement survey but it does ask about the loyalty employees feel towards various entities and it is sad to see that people report more loyalty to clients / customers and colleagues than to managers or their employing organisation.

Based on the findings, CIPD advises employers to improve employee communication and consultation to counter the adverse effect on employees of anxiety about their security. In particular, provide adequate opportunities for upward feedback and employee voice. They don't point out that having received feedback about employees' views, it is crucial to do, and be seen to be doing, something about what you learn. Maybe they thought that was too obvious to need to be said. I'm not so sure.

How does your organisation measure up? The only way to find out is to conduct a survey among your employees, with which we will naturally be pleased to help.

If you are content to use an off-the-shelf questionnaire, you can conduct a survey for a project fee starting at £250, using our [Open Employee Satisfaction Survey](#).



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.

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 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.

Guest Spot

Paul Lower is the principal of Paul Lower Consulting, which offers Part-time Finance Director; Financial Consulting; Practical Financial Training; Confidential One-to-One Coaching. Paul has over twenty years experience as Finance Director of several global entertainment, media and retail companies. His FD experience includes working with growing companies. As an independent consultant he has worked with a wide variety of small and medium sized enterprises (SME's), providing financial advice and training to improve business decision making and helping them to achieve their ambitions.



Paul offers Seven Practical Gilt-Edged Recession Survival tips

This is a précis of a more detailed article. To get the full version, click [here](#) to register on Paul's list.

1. Healthy cashflow is the most important factor that will decide whether your business will survive the recession.
2. When overdrafts are unavailable or expensive good working capital control is vital for healthy cashflow.
3. Make sure that you hold sufficient stock to supply customers what they want, when they want it. But take steps to liquidate surplus and obsolete stocks without damaging normal sales.
4. Make sure your customers pay on time. Make time to chase up slow payers; this is likely to be more of a problem during a recession and you will need to keep on top of it.
5. Talk regularly to your key customers and suppliers to keep them "on side". Treat them as part of your business support team.
6. Resist the temptation to use your suppliers as a source of free loans. You will damage the key business relationships that you will depend on when things eventually improve.
7. Make time to maintain a simple monthly cashflow forecast. This will help you focus on the things on which your cashflow depends and it will prevent any nasty surprises coming out of the blue.

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 have an appointment for a donation this afternoon (2 June) so unfortunately you will have to wait until next month to hear how it went. Can you contain yourself?

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.

Quantify in the Media

Date	Publication	Item	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.

Employers still recruiting Graduates

A new survey published by the Association of Graduate Recruiters (AGR) found a fall in recruiter confidence but that nevertheless many employers are still accepting job applications from graduates.

124 graduate recruiters responded to the survey, from a wide range of industry sectors including banking and financial services, law firms, and engineering and industrial companies.

Four out of five said they felt either the same or slightly lower levels of confidence about the UK economy compared with three months ago. But one third of employers surveyed said they were still actively seeking applications from graduates in 2009.

AGR has published a list of employers still actively seeking applications for graduate vacancies in 2009.

Read the story and get that list [here](#).

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.

Beware of using jargon terms

Terminology or acronyms you use regularly around the office and which provides a useful shorthand between colleagues in the know might be completely incomprehensible to the people your questionnaire is aimed at. Our own familiarity with a technical term makes it easy to assume that most people are familiar with it.

How many of these do you recognise out of their normal context?

- [GUI](#): Graphical User Interface
- [FAQ](#): frequently asked questions
- [SAT](#): Standard Attainment Test? (UK) or Scholastic Achievement (or Aptitude) Test(s), now claimed not to stand for anything (US).
- [SQL](#) : Structured Query Language.



David Lusty, Quantify London

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Management information about how people FEEL

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