

## Quantify Survey Research May 2009

### May Day

Last Friday was May Day, currently associated with International Labour Day, an occasion for demonstrations and celebrations on behalf of the workers. May 1st was adopted for the purpose by the 1891 congress of the International, an organisation of socialist and labour political parties.

May 1st was also the day on which the United Kingdom of Great Britain was formed in 1707 under the Act of Union, forming a single kingdom covering the whole of the island of Great Britain (England, Wales and Scotland). At that time, the Union Flag, combining the crosses of St George and St Andrew looked like this. It was only in 1801 that the hitherto separate Kingdom of Ireland joined in when the United Kingdom of Great Britain and Ireland was formed and with the addition of a red saltire for Ireland (not actually St Patrick's cross) the Union Flag took the form we currently use.



In 1840, the Penny Black stamp, the world's first adhesive postage stamp of a public postal system, was first issued on 1 May.

Long before any of these events, May Day had been a significant day in the calendar, symbolising the end of the nasty winter and associated with any number of pagan and other beliefs, often involving uninhibited celebrations.

So May Day has been an auspicious day for centuries, and is a good occasion to reflect on the importance of keeping employees on side with any organisation's objectives. And what better way to ensure that than to measure how people feel, and act on what you learn? You knew I'd get round to that eventually, didn't you?



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.

## 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 was pleased to learn that I don't have malaria. I resumed the monthly donation routine with a visit yesterday, and a successful donation. 74 minutes, this time.

After many years of giving blood, I was surprised to learn that for me, they always use a side vein but this is a compromise because the central vein they normally prefer is too small in my case. Unfortunately, the side vein apparently moves about more than the central vein.

This explains why sometimes the connection has got obstructed after a while, and a donation has had to be terminated prematurely. So when it comes to veins, as in so many other matters, size does matter, whatever they tell you to the contrary.

*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 <a href="#">here</a> .	<a href="#">Link</a>
November 2007	Human Resource Management International Digest Vol 15 No 7	Article by David Lusty "Debunking the Benchmarking Myth".	<a href="#">Link</a>
September 2007	Human Resource Management International Digest Vol 15 No 6	Article by David Lusty "How to avoid the pitfalls of employee satisfaction surveys".	<a href="#">Link</a>
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	<a href="#">Link</a>
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.	<a href="#">Link</a>
May 2007	Training & Coaching Today	"Digest" version of the HCM article above	<a href="#">Link</a>
May 2007	Training Journal On Line	Announcement of bespoke 360 Feedback capability on the web, inventory based on client competencies framework	<a href="#">Link</a>
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	<a href="#">Link</a>

## 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.

## May Day Carbon UK report

### A survey on the 2010 Carbon Reduction Commitment (CRC)

Business in the Community commissioned a survey to find out how prepared the UK's businesses are for climate change, and for the regulations that the Carbon Reduction Commitment (CRC) legislation will bring in April 2010.

The results show that UK business is ill prepared for the Carbon Reduction Commitment (CRC). The survey found that:

- there is poor awareness of CRC;
- most organisations are not yet thinking about the impact of climate change;
- carbon reducing initiatives are limited;
- organisations need help to meet CRC;
- few have taken the first steps towards reducing emissions;
- there is no consistency in assigning responsibility for green policies;
- engaging with climate change is not seen to have commercial benefit.

Read the story and download the full report [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.

## Two questions in one

**This is one of the errors most frequently made by questionnaire authors.**

People can't answer two different questions at once. "Staff were friendly and helpful" might be impossible to respond to if staff were very friendly, but completely clueless about doing anything at all helpful.

Beware of any item which includes the word "and".

However, "I have regular, helpful meetings with my manager" doesn't include the word "and", but it still asks two potentially incompatible questions, so even if anyone was able to give an answer, the data won't be helpful. If people disagree, should the manager be encouraged to hold meetings more regularly, or to do something about making them more helpful?



David Lusty, Quantify London

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Sue Alderson, Quantify Yorkshire

**QUANTIFY**<sup>®</sup>  
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