

Quantify Survey Research April 2010

Employee Survey Research Kit goes global

A great opportunity for newsletter subscribers

You may remember the launch of our toolkit aimed at employers who were obliged to operate their Employee Satisfaction Survey in house. Priced at £500 plus VAT, it provides step by step guidance through the project, with checklists for every stage and a collection of tools to help with developing and designing the questionnaire; and then analysing and reporting the results.

After modest sales, we have decided to expand the marketing of the toolkit to a global audience by offering an instant download version through ClickBank.com and because we are new to them, they have insisted on an outrageously low price of \$100 or £65. (UK customers unfortunately have to pay VAT on top.) Once we establish a track record of sales and satisfied customers, they will allow us to increase the price and we will do so as soon as we can.

We think that if anyone in the world can buy the product at that price, then our newsletter subscribers ought to have the opportunity, too. So for the limited period before ClickBank allow us to increase the price, click [here](#) to read all about it and snap up the downloadable version at just £65. That's an 87% discount off the price we have sold the product for up to now.



David Lusty
Principal Consultant
Quantify London



We can help with

Consultancy and bureau support for
[Employee Satisfaction / Engagement Surveys](#)

[Customer Satisfaction Surveys](#)

[Internal Customer Satisfaction Surveys](#)

[Bespoke 360° 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](#)

[Quantify Survey Research back-numbers](#)

[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

Guest Spot

Fay Thompson of Thompson Services brings to organisations and professionals human resources products and services including Interim and Talent Management, Outplacement services, Employee Engagement, Team Development, Training Courses and workshops; and Employment Documentation.

If you would like to make contact with Fay, please contact Quantify and we will put you in touch.

Fay writes...

Assertive and Aggressive Behaviour A New Problem in the Workplace?

Recent stories in the press seem to indicate there is confusion in the workplace with respect to assertive and aggressive behaviour. Do you understand the difference?

- Assertiveness is generally seen as standing up for yourself while respecting that the rights and views of other people are as important as your own. An assertive person is often perceived as being open, confident and direct.
- Aggressive behaviour on the other hand is based on a belief that your opinions are more important than other people's. It can manifest itself in hostile communications which accuse, blame or patronise. This can lead to others feeling as if they have been bullied.

It's no secret that being assertive comes naturally to some people but needs to be developed with others. Line managers especially need to master assertive behaviour if they wish to have a more effective communication style with individuals or teams in order to generally get the best out of people.

When applied appropriately, assertive behaviour facilitates clear communications with customers, suppliers and colleagues, saves time and money and enables all the parties concerned to come out on top feeling better about the situation. There are no misunderstandings and it can prevent conflict from occurring.

Are you confident your employees are aware of the differences between aggressive and assertive behaviour? Have you done everything possible to reduce the likelihood of aggressive behaviour occurring in your business?

My belief is that assertive behaviour is beneficial to business performance and therefore, should be encouraged in the workplace. However, for colleagues who are less assertive, appropriate coaching should be included in their personal development plans.

The QUANTIFY sample Web Survey

Visit our [sample web survey](#) . This imaginary employee survey demonstrates the speed and flexibility of our web system and describes the many aspects which can be arranged to suit you. It provides a quick tour of Quantify services you may choose to use, and 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

Another successful visit on 4 March, when I again managed a full donation. It seems as if I just have to resign myself to its taking more like 90 minutes when most platelet donors are connected to the machine for only just over an hour.

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
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 from 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.

Nearly 80% of people around the world say that access to the internet is a fundamental right.

A BBC World Service survey of more than 27,000 adults across 26 countries also found that 55% of UK respondents believed that there was a case for some government regulation of the internet.

Countries such as Finland and Estonia have already ruled that access is a human right for their citizens and the UN supports the idea.

Dr Hamadoun Toure, secretary-general of the International Telecommunication Union (ITU), said that governments must "regard the internet as basic infrastructure - just like roads, waste and water".

Read the BBC's story [here](#) .

Perhaps these views have influenced the UK government to promise free PCs and broadband connections to low income families. See [here](#). Is that fair on the families whose income is just above the threshold, who have to pay for their own PC, and then contribute towards buying one for their neighbour? I guess the answer depends on the reason for the low income.

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.

***Do you understand?* doesn't measure people's understanding.**

Sometimes a client has a rather complex policy or practice, and they want their survey to establish how well it has been communicated. Those conducting research about how people feel are quite rightly concerned to assess the effectiveness of communication.

Unfortunately, if you ask clients *Do you understand our procedure for returning goods?* or employees *Do you understand how your bonus scheme works?* the answers you get don't tell you how well people understand: they measure how well people **think** they understand. They might be completely wrong, but if people think they have got it, they will say they understand.

Provided that you recognise that you are measuring people's confidence about their understanding and not their understanding itself, this is perfectly respectable, and can provide useful information. People who feel that they don't understand your policy may be ill-at-ease while those who believe they do are probably more comfortable.

The only way to measure how well people actually understand is to make the questionnaire into a test paper, which usually isn't appropriate.



David Lusty, Quantify London

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

QUANTIFY[®]
Management information about how people FEEL

David C Lusty
Principal Consultant
08452 41 41 60
07956 518070

18 Rodway Road
Roehampton
LONDON
SW15 5DS

Quantify! Ltd Registered in England Number 2825006 Registered address 18 Rodway Road, SW15 5DS