

## Quantify Survey Research August 2010

### Excessive regulation

Our survey of the month this time is a National Audit Office survey which finds that most businesses believe that regulation is a burdensome obstacle to their success.

Probably the people who responded were fairly senior managers in the organisations contacted. They would like to be free to exercise discretion within a framework of laws and regulations which had a lighter touch and required less form-filling to demonstrate that they are operating within the rules.

In many of the employee surveys we conduct, the employees within organisations are asking for more freedom to exercise discretion within a broader corporate framework of ground rules, and less form-filling to prove that they are operating within those rules.

So just as companies feel overregulated by the government, employees often feel overregulated by their employers. The message from both seems to be, “specify the outcomes required, but don’t tie me into a straitjacket by insisting on any exact way I must achieve them”.

Sometimes, left to themselves, people keep doing a job the way they always did and a fresh eye can point out a better way. Just as often, though, the person actually doing the job, who after all is the one most familiar with it, can find easier and more efficient ways of reaching the desired result. Assuming, that is, that anyone can tell them clearly what the desired result is. All too often, people have just been told **what** to do without very much emphasis on **why** or how anyone else is going to use the things they make, the forms they fill, or the data they enter on a computer. People who have been told exactly how their outputs serve the needs of others can make sensible suggestions based on their own intimate knowledge of all aspects of their job. If they were expected just to do as they are told, perhaps because “we’ve always done it that way”, they can’t.

Employees aren’t likely to say that they want to understand better how their work meshes with the work of others. If anyone does, it is easy to dismiss them as just an individual case. But if the issue emerges from the results of a survey, you have clear and incontrovertible evidence of an opportunity to improve the effectiveness of the organisation.



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](#) NOW with group reports

[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

**Helen Marini is a partner in Westminster Compliance, whose services include helping organisations to win Public Sector Contracts whilst helping them, and many other organisations, to remain compliant with all the current Health and Safety legislation.**



**Helen is a qualified trainer (City and Guilds Level 3 Delivering Learning), a Social Enterprise Micro-coach and a registered Foresight facilitator. She also holds a NEBOSH general certificate.**

Helen writes...

Despite all that we have read and heard about since the election, there are still a vast number of contracts that the government will issue over the next few years. According to the Office of Government Commerce current annual procurement spending is £220bn. Even if this is reduced by 10% there will still be plenty of work to go around.

The same office clearly states that the Government would like more of these contracts to be awarded to Small and Medium size Enterprises, so there is simply a huge amount of opportunity and SMEs need some help to capitalize on this. So should this be a market that you are looking at and if you have found a contract that you like the look of you will probably need to fill in a Pre-Qualification Questionnaire. Here is some very sound advice:

When you first submit a proposal or a Pre-Qualification Questionnaire or a tender, the only impression you can make on the awarding body is through what you write. Until you reach the presentation stage of a procurement process, all communications are written. It is therefore vital that you convey the strongest possible impression of your business.

Every organisation has its bad points, even Microsoft, Coca-Cola and Marks and Spencer. But they know not to broadcast these points or talk about them. You must copy this approach and promote your best selling points at every opportunity. And you must be able to back up your claims.

What do your customers, staff, suppliers, associates, sub-contractors and all other stakeholders think of your organisation? Do you undertake customer satisfaction surveys? If not, start now. Ask all of them for an honest appraisal of your service. Ask if you can use what they say to promote your business and whether they would mind if you use their name: an attributable quote is very powerful.

The more information you can gather, the better idea you will have of how your business is viewed by others. Don't dismiss the bad things people say about you – complaints are also to be welcomed as they give you the chance to improve, and then show evidence of your recent improvements.

There are many more recommendations we can make before you enter this market; don't settle for the view that it is either too complicated or that you have tried once, failed, and then decided that it simply is not for you. Just remember that contracts which are inflation-proof, last for three years (on average) and guarantee payment simply must be worth considering.

## 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

I have been suspended from donations because of a drug I am taking to clear up a skin condition. They don't want anyone who gets any of my blood products also to get a dose of a drug they weren't bargaining for.

Once the course is complete, I shall be back on the blood donations trail again.

*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!)	<a href="#">Link</a>
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 from 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.

## NAO Business perceptions survey 2010

Over half of all businesses believe there is too much regulation, according to a survey of businesses commissioned by the National Audit Office and the Local Better Regulation Office. Although most businesses believe that the purpose of regulation is clear, over 60 per cent of businesses think that the level of regulation is an obstacle to their success.

More details [here](#) .

## Questionnaire authors' Top Tips

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

**Forthcoming open course dates are on the web page.**

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

## Don't assume informants know as much as you do

When preparing a questionnaire about a subject we know intimately, it is easy to assume that everyone responding will know what we are talking about. We might take care to avoid obvious insider's language but still take it for granted that people share our understanding of the broad issues involved in the topic of the survey.

If your survey is aimed at a specific group of people, perhaps you are confident that they will know enough to answer the questions in the form you have put them. But if the survey is for general consumption, it is worth thinking through the level of knowledge you have assumed, and being quite sure that the assumption is reasonable.



David Lusty, Quantify London

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



Sue Alderson, Quantify Yorkshire

**QUANTIFY**<sup>®</sup>  
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