

## Quantify Survey Research January 2010

### Best wishes for 2010

Did you read the date above as *two thousand and ten*, or *twenty ten*? Through the first decade of the 21st century, or the noughties, as these years are being called, apparently most of us have adopted the *two thousand and* form. There is no particularly good reason for that, though, and precedent is certainly against us. Queen Victoria died in *nineteen oh one* and poor old Edward VII, having waited so long for his turn, only survived until *nineteen ten*. I have never heard anyone say *one thousand, nine hundred and one* or *one thousand, nine hundred and ten*.

The *two thousand* form seems to be the result of the hoopla around the year two thousand bug that was going to have aircraft falling from the sky and bring civilisation to an end, and then seemed to have precisely nil effect. Those promoting the Y2K industry would say that the lack of effect was the result of all the precautions their campaign led to but that is the same argument put forward by the man who drags a tea tray round the streets of Walsall to keep elephants away.

The BBC pronunciation unit, more used to advising broadcasters how to say foreign names, currently hedges its bets and endorses both the *two thousand and* and the *twenty* forms but it expects the *twenty* option soon to become the norm now that the noughties are behind us. It is clearly the more economical form, saving two syllables.

Although this isn't likely to become an issue in survey research, this sort of question matters to us because in drafting a questionnaire, we need to present things in the way most people feel most comfortable. This will make the experience easier for people, who are then more likely to provide a response.



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

## Guest Spot

**Kareen Cranston brings a fresh, professional, personal approach to solution-focused coaching. A qualified solicitor with an outstanding track record in commercial law, Kareen has extended her training to become an accredited Executive Coach and NLP Practitioner and qualified at Level A and Level B in occupational testing, offering a powerful toolbox for achieving results.**



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

Kareen writes...

### What should you look for in a coach?

Imagine the scene, you've met a coach at a networking event, you've heard the elevator pitch, spoken to them over coffee and like what they say they can do for you. But how do you really know whether they are any good?

The key coaching attributes divide into two categories;

- interpersonal skills and
- Background, qualifications and ethics.

Research suggests that interpersonal skills (such as empathy, encouragement, authenticity, intelligence, compassion and approachability), communication skills (such as tact, listening/silence, questions), and instrumental support (such as the ability to stimulate, and to work on resistance to change and creativity) are the three most important things to look for in your coach. You can certainly get an impression of whether your coach has some of these qualities at a networking meeting. Ask yourself whether you felt stimulated by their incisive questions. Did they really listen to you and give you time to speak? Were they interested in what you had to say? Did you feel comforted and encouraged by the interaction?

CIPD publishes a list of coach attributes which commonly characterise effective coaches in their guide, *Coaching and Buying Coaching Services*. CIPD suggest that you look for self awareness of the coach, their ability to motivate, to give feedback, to identify significant patterns of thinking and behaving, to establish rapport, to develop a plan, to evaluate outcomes and to promote action. These are slightly more difficult to spot in a networking conversation, but you could ask for examples of how they have done this in the past. Do they have their own life or business plan? Do they seem set in their views or open to new ways of looking at things? Other organisations such as the EMCC (European Mentoring and Coaching Council) or the ICF (International Coach Federation) have also published lists of core coaching competencies.

Good coaches will also comply with a professional code of ethics and understand how to manage coaching relationships. You should ask them to explain the coaching contract to you, including confidentiality requirements, how long the coaching sessions will last, how many you will need to achieve your goals, and the total cost. You may also want to check whether they are supervised (i.e. they have regular coaching themselves) and hold professional indemnity insurance. A good coach will also offer you a free initial meeting/coaching session so that you can be sure that you like their personality, style and techniques.

Finally the question of qualifications is more difficult to answer due to the current diversity of courses and accreditation in the coaching industry and the many below par short training courses offered. This may mean that you need to do a little more research, for example, on their website, to check their credentials. One way to do this is to look for a coach who has a recent qualification accredited by a well regarded coaching body, for example, EMCC, ICF, or Association for Coaches (AC) or alternatively is accredited themselves by one of those bodies through their coaching experience rather than paper qualifications. You can also ask them how many hours of continuing professional development they have done recently and how many hours of coaching they have given. Depending on the reason for coaching, it is always worth checking out their business experience and credentials. A good coach should be able answer these questions.

In summary, if you are about to make an investment in yourself and your development by employing a coach, just as you would making an investment in a new car, or phone, or washing machine, do the research beforehand to make sure you get what you are paying for.

## The QUANTIFY sample Web Survey

You can visit our sample web survey [here](#). This imaginary employee survey demonstrates the speed and flexibility of our web system and describes the many aspects which can be configured to suit your preference. It incorporates a quick tour of the various Quantify services you may choose to use, including 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'm still banned from giving blood because I had an op to reattach a detached retina. All is well now, thanks, so I should be able to resume blood donations soon.

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 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.

### **Institute of Environmental Management and Assessment survey finds its own members best placed to lead climate change adaptation.**

A survey of Institute of Environmental Management and Assessment (IEMA) members found that 62% of members' organisations are planning for climate change adaptation.

*Given that all the organisations reporting were employing an IEMA member, perhaps it is surprising that the percentage wasn't higher. And I wonder what would be the figure for industry in general?*

According to the survey, planning activity is strong across all sectors, including construction; manufacturing; electricity, gas and water supply; and local government.

Almost half of all respondents (49%) stated that their organisation has allocated responsibility for climate change adaptation to a senior management representative.

The majority of respondents (86%) believe that environment professionals are best placed to act as a catalyst for instigating climate change adaptation action in organisations.

*Well, blow me down! The Vatican will be publishing a survey soon to reveal that its priests think the Pope is a catholic.*

Almost two thirds (64%) of all respondents believe that their organisation is adapting well, or fairly well, to a changing climate. This contrasts with a similar proportion (64%) who believe that the UK is poorly adapted.

More detail [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.**

### **Get a fresh eye on your questionnaire, but not from too close at hand.**

When you have spent hours preparing a questionnaire, it is hard to spot any ambiguity or potential misunderstanding so it is a good idea to get someone else, who hasn't been so involved, to review your questionnaire.

The easiest way to do this is to ask the next person in the office to look over it but that might not be the most effective approach. It is likely that anyone who shares your office also shares quite a lot with you by way of education, experience, specialist knowledge and attitudes to life, so they may well interpret your questionnaire the way you expected.

But if it is aimed at people who don't have so much in common with you, perhaps they won't interpret it the same way. It would be better to find some people who are more representative of the target group and see if any of them read it in a way you hadn't foreseen.



David Lusty, Quantify London

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**QUANTIFY**<sup>®</sup>  
Management information about how people FEEL

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