

Quantify Survey Research May 2010

UK Government in limbo

Perhaps by the time you read this, we have a new UK government. As I write, however, the results of the election remain inconclusive, and “squatter” Gordon Brown is still in number 10.

The poll operators will be very pleased with themselves, though, because this time they got things right almost all along; predicting a hung parliament right through the campaign, and then predicting the makeup of the new commons very accurately from their exit poll on the day.

Our surveys aren't about predicting anything, but the issues they measure can be just as important to organisations and individuals as the result of the election is for the nation.

Employee Satisfaction is a crucial influence on the performance of an organisation, so it should be managed just like cash flow, resource utilisation or any other management information. And to manage anything, you must be able to measure it. That is what an Employee Satisfaction Survey does, providing **Management Information about how people FEEL.**



David Lusty
Principal Consultant
Quantify London



We can help with

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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.

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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

Julian Evans is owner and Director of Mediation at Littleton Evans Ltd. This is a specialist mediation company and engages in conflict avoidance, conflict management and conflict resolution through organisational audits, training, coaching, facilitation, negotiation and, of course, mediation. The firm is involved in both legal disputes (i.e. those which might go, or are going to court) and interpersonal conflict, such as between directors, shareholders, partners and staff. It focuses on business cases, but also deals with private ones.



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

Julian writes...

Mediation – what’s so special about it?

In 2009, a new ACAS code was published encouraging the use of mediation for workplace conflict. On top of this, the Ministry of Justice has just published a long report by a very experienced Appeal Court Judge because of real concerns over the high cost of litigation and access to justice through the courts. The findings, amongst other things, were that:

- Mediation is the most important form of alternative dispute resolution
- It has a vital role in reducing costs
- It is under-used at present
- Its considerable benefits are not widely known (even in the legal sector)
- An awareness raising campaign is needed with the public and businesses

But what about the traditional methods? Litigation is, and always will be, a necessary part of the civil justice system, partly because not every single case is suitable for mediation – the vast majority are though. The same is true with workplace procedures like disciplinaries and grievances. With these traditional methods, there will be just one ‘winner’, but the winner may not feel like they have won due to the long time it often takes to get a result (with the anxiety of this), the costs or management time which is expended (which can become frightening), and the business or personal relationships which are often destroyed along the way.

So, why is mediation such a good way of resolving legal disputes and interpersonal conflict, notably in the business community which, on the whole, doesn’t realise its benefits and wide range of applicability?

- It is private and confidential – not in public as with the courts and tribunals
- It is voluntary and consensual with a win : win outcome
- The mediator controls the process – very flexible with no prescribed rules to follow
- The parties determine the outcome – they retain control
- Both legal and non-legal matters can be included – it is holistic, which is powerful
- It focuses on interests and needs – future orientated rather than playing the usual blame-game
- Resolution can be quick – it is quick to set up and to undertake
- It can be stress-busting and even therapeutic – partly due to quick set up and non-adversarial nature and partly due to having a real forum to have your say
- Modest costs in comparison
- Possibility of saving strained relationships, or even to restore them
- Good success rate – 75-90% depending on the type of case

Mediation is the future for resolving disputes and conflict, not just for family cases, where it is well established, but for all types of business scenarios: from the board room to the shop floor or outsourced team; from a disgruntled client claiming negligence to a large multi-team project which is becoming dysfunctional; and from shareholder or community disquiet to issues with a regulatory authority like planning. It’s not just ‘formal’ mediations either. The skills of a mediator can also be used for other things like assisting one party in ‘smart’ negotiations to help them achieve an enhanced outcome. This approach to negotiation is especially useful where mid to long term deals are in mind or where well functioning relationships matter to the overall success of the deal.

Why not give mediation or assisted negotiation a try?

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 missed a donation at the beginning of April because I had a cold. Then my wife and I went to Egypt, and got stranded because of the volcano dust. When finally we got back, I got a text from the blood donor service saying that they were short of platelet donors, so I made an appointment for 30 April, when I again managed a full donation. Took 90 minutes again, which seems to be the norm for me.

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.



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.

National Insect Week Survey

In the election campaign, none of the parties has been willing to tell us what they are really planning to do to fix the economy, presumably because they fear the negative effect of too much honest bad news. The polls have come thick and fast but kept telling us that no party would win outright.

I thought probably we were all thoroughly fed up with surveys so this month's survey of the month should come as a little light relief. Unless you are an ardent entomologist, in which case you may think that governments come and governments go but beetles should go on forever?

Have a look at the Royal Entomological Society's National Insect Week insect [surveys page](#). You may want to see if you can help them track down some rare species such as Scarlet malachite beetle, Humming-bird Hawk-moth and Painted Lady butterfly.

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.

Don't assume people will read Instructions

Some people will read your instructions carefully, and observe them to the letter. Unfortunately, others will either misunderstand them or not read them, or choose to ignore them. So if the "correct" completion of the questionnaire depends on careful reading of the instructions, many questionnaires will be incorrectly completed. This means that different people are effectively completing different questionnaires.

Even such simple instructions as "Please tick only one in the following list" will often be disregarded, so you certainly should plan how you will handle multiple ticks in a list where you asked for only one.

Some people will look for instructions and feel more comfortable having read them so we do not advocate leaving them out altogether but the appearance of the questionnaire should make obvious what you want the informant to do. Ideally, it should be possible for an informant to complete the questionnaire correctly, whether they read the instructions or not.



David Lusty, Quantify London

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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