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## Quarter 4 of 2010 wasn't as bad as we thought

On 29 March, the Office for National Statistics [published](#) a revision to its previous GDP figure for the fourth quarter of 2010. They have changed the quarterly decline of 0.6% that they originally reported to only 0.5%.

That may not give much comfort to people enduring the effects of the recession but it does illustrate the important point that most statistics are only estimates. In the case of the GDP figures, the doubt arises from the difficulty of gathering the data. In a survey, it exists because we are trying to say how all the employees or all the customers feel despite the fact that we have had answers from only some of them; a [sample](#).

In forming national policy or making management decisions within our organisation it is important to acknowledge the imprecision of the numbers. Much of the value in employee and customer surveys comes from the comparisons we can make between different groups of people, or between one time and another. Those differences highlight areas of excellence, whose practices might be adopted by other areas, and areas where things are going wrong, where help can be targeted.

But to avoid investing effort and resources to solve a "problem" which is just sampling variation, you need to be able to differentiate differences which are statistically [significant](#) from those which are not.

You won't be surprised to learn that Quantify reporting does just that.



David Lusty  
Principal Consultant  
Quantify London



## We can help with

Consultancy and bureau support for:

- [Employee Satisfaction / Engagement Surveys](#)
- [Customer Satisfaction Surveys](#)
- 360° Feedback
  - [Bespoke](#)
  - [Off the shelf](#)
- [Training Seminars](#)
- Quantify Survey Research [Back-numbers](#)
- [What our clients say about us](#)

## More information

For a complimentary initial consultation, please call David Lusty, Quantify London on 020 8704 1296 or [email him](#). Or call Sue Alderson, Quantify Yorkshire, on 0845 241 3450 or [email her](#).



Sue Alderson, Quantify  
Yorkshire

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## 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?

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.

## Blood Donation



I am currently suspended from donations but **I shall soon 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.

Guest Spot



Kieran Maloney is the Principal Consultant at kmc associates, which brings a fresh view, a sounding board, experience of other organisations and best practice to enable you to run your business better, faster, smarter and own this performance change yourself. Kmc enables individuals to find their own optimum performance too! Their approach is to facilitate at any level. This may involve coaching sessions, workshops, meetings, training interventions or working with your teams in real situations.

Kieran writes:

### **You Can Manage People**

It is often assumed that people can manage others and I find many organisations promoting people to management positions without offering guidance or training. Some people are “naturals” and can manage others with comfort and achieve good results. For most it can be a trial and experiment in learning...if we learn at all from our experiences.

In a recent conversation with a better than competent manager, I was interested to hear her say a couple of times “if you are aware, you can do something about it!” She is one of the naturals but she still takes the time and makes the effort to learn. Her next course is to be on Emotional Intelligence.

Managing people doesn't come naturally to everyone but there are techniques that can be learned that make it easier and more successful.

#### **Principles for a new manager**

Here are some key principles which will help new managers to get to grips with the art and science of management.

- Know and understand yourself
- Know and understand your team members
- Know what is expected of you in terms of results and outputs
- Translate that knowledge into expectations of the team
- Agree, set and uphold standards (some may be company wide, some your own and some agreed amongst the team)
- Confront behaviour and performance, not individuals.
- Communicate (preferably face to face and not via e-mail or phone)

People are the means to most managers' success and it is worth devoting time to them and helping them achieve what you, as manager, need them to achieve. Those who take to management comfortably find it hard to understand the difficulties faced by those who are less natural and who may be timid in management. Often this stems from a fear of getting it wrong or of confronting other people and making “demands” of them. Such people sometimes hide behind the authority of their own boss and say to the team “My boss has asked that we.....” This is understandable but not helpful to individual managers, or their teams or the organisation for which they work.

Management requires self awareness, awareness of the team and of the individuals comprising the team. We all need to acknowledge that people are unique, different and sometimes difficult. However, managers who bury their heads in the sand or duck below the parapet are unlikely to succeed and make the results, outcomes and outputs expected of them.

Paul Stanford and I develop these ideas fully in our book, *You Can Manage People*, a guide for new managers, which is available from [Amazon](#). Some organisations give their managers a chance to understand their relationship with their team and their peers and their own manager or boss. This 360° feedback can be immensely useful especially if a manager can take the “messages” it conveys and respond to or learn from them.

If you would like to hear more from Kieran, please contact Quantify and we will put you on touch.

## 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.

## Broadband ISPs

A Which? broadband satisfaction survey has revealed several big name broadband providers among those with the least satisfied customers. TalkTalk, AOL Broadband and Orange all achieved an overall Which? customer score of less than 40%, and were each awarded just two stars out of five for customer service.

Karoo Broadband, the only fixed-line broadband service available in parts of East Yorkshire, also scored less than 40% overall. If you're unhappy with your broadband service it could be time to switch. It could get you a better service and save you money.

[Which?](#)

## Complimentary "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 copy, at no cost to you, please [click 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.

## “I feel” and “I believe”

Questionnaires often comprise a series of statements for informants to agree or disagree with. It is tempting to begin each one with “I feel (that)” or “I believe (that)” but these, or similar words usually add nothing to the meaning, so should be left out. Informants won't be in any doubt that it is their view we want, not their friend's or their uncle's.

To improve response rate, we want our questionnaires to be quick and easy to complete, so it pays to keep them brief and to the point and not add words which add nothing to the meaning.

### Unnecessarily long version

I think this organisation has fair employment practices

I feel that I am fairly paid for the work I do

I believe my job is secure

### Preferable equivalent version

This organisation has fair employment practices

I am fairly paid for the work I do

My job is secure



David Lusty  
Quantify London

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Sue Alderson  
Quantify Yorkshire

**QUANTIFY**<sup>®</sup>  
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