



STRATEGIC SURVEY DESIGN WORKSHOP

Customized survey design is a key feature of the Opinions Incorporated Strategic Survey Experience™. From the start one of our organizational psychologists will work with you to develop a survey that is designed to capture the information you need to guide your decision-making about leadership priorities, resources, cultural evolution and processes.

Description

The main purpose of this workshop is to reach consensus on the strategic questions that the survey will be designed to answer. It will also lay the groundwork for designing the rest of the process, including the survey instrument itself. These strategic questions typically focus on areas where there are the greatest opportunities for improvement. For example:

- ✓ How engaged are our employees?
- ✓ What factors have the strongest negative affect on customer retention?
- ✓ How committed are our employees to our customer satisfaction initiatives?
- ✓ What can we do that will increase employee productivity?
- ✓ What is likely to drive employee turnover in the coming year?
- ✓ Do we have any litigious issues developing?

Participants

The most effective approach to the workshop is to include or represent all senior stakeholders who will utilize the results of the survey to effectively contribute to the success of the company. This will facilitate two objectives:

- ✓ Inclusion of all important and relevant considerations in the design process.
- ✓ Consensus among senior stakeholders.

Objectives

- ✓ Formalize the strategic questions making sure that we have a clear framework for the survey design.
- ✓ Set the framework needed to develop the appropriate survey questions.
- ✓ Identify particular behaviors and attitudes that will be measured by the survey.
- ✓ Begin the discussion of questions, categories and indices that will be included in the survey.
- ✓ Clarify roles, set initial timelines and define key communications points.

The session itself is generally scheduled for approximately six hours and facilitated by one of our organizational psychologists. One to two weeks ahead of the workshop pre-work is sent out to all participants. This pre-work is designed to engage the participants ahead of the workshop and to provide the Opinions team with some particular information needed to create a successful outcome.

Deliverables

Within 5 business days of the conclusion of the workshop a first draft of the core survey questions will be distributed to the appropriate stakeholders for review. A meeting or conference call will be scheduled for 5 days after the release of the 1st draft. That session will be used to review and tighten the survey. Following this session the core survey questionnaire will be finalized.

Other decisions will also be made through the collaborative process of the workshop. These may include the length of the survey, specific reporting requirements and an initial timeline for the survey process. All such decisions will be documented in the workshop deliverable.