

Employee Surveys



OVERALL OBJECTIVE

The Employee Survey Workshop aims to equip participants with the skills and knowledge required to survey their employees to gauge satisfaction, tap employee ideas, recruit top prospects, and create or redesign internal policies or procedures.

OUTCOMES

Participants will be able to:

- provide benchmark data
- conduct action research
- gather objective information
- construct user-friendly reports
- format a valid and reliable survey
- make sound data-driven decisions
- analyze data and present data results in a graphic format
- provide a "snapshot" of the target population and their attitudes about the survey problem
- establish a baseline from which comparisons can be made whether target population attitudes and perceptions relative to the survey problem are getting better or worse over time

CONTENT

- Why Hold a Survey?
- Survey Parameters
 - Target population and sample size
 - Format
 - Reasons for Non-Response
- Statistical Factors
 - Reliability
 - Validity
 - Range, Median, Mode, and Mean
 - Frequencies
 - Response Difficulties
- Responses
 - Likert Scale
- Questions
 - Mistakes to Avoid
 - Types of Questions
- Data Analysis
 - Descriptive Analysis
 - Graphic Representation of Frequency Distributions
- Report
 - Format
- Action Research
 - Communication
 - Feedback and Follow-Up
 - Tips for Success
- Glossary of Terms