

Staying on Top Means Staying in Touch

The Value and Benefits of Employee Opinion Surveys

Effective leadership cannot happen if the leaders are out of touch with those who are being led. No amount of planning, organizing, and memo writing will have any impact if you are not aware of what your employees are thinking. Knowing the collective opinions of your employees can help both managers and supervisors become even more effective leaders. When done properly, an Employee Opinion Survey (EOS) can provide you with valuable insights to strengthen the organization and the areas where employees feel the organization would benefit if they turned up the volume.

The Benefits

Organizations who have conducted Employee Opinion Surveys can utilize the feedback to improve or strengthen:

- * Increased Profitability
- * Better Quality
- * Enhanced Customer Service
- * Greater Teamwork
- * Productivity
- * Higher Level of Motivation
- * Leadership & Empowerment
- * Improved Employee Relations

Getting in Touch

An EOS offers two important advantages over other methods of collecting employee feedback. First, an EOS includes each employee in the surveyed group. All employees are heard from, not just the few who usually speak up. Second, an EOS gives the employee an opportunity to be completely honest without any fear of reprisal. The identity of each employee is kept strictly confidential.

The Value of Experience

Your first inclination might be to have your Human Resources staff put together a survey. But, the questions on their survey could be biased by "insider knowledge" or they could be limited by lack of experience in creating an EOS. The development and administration of a truly effective EOS requires a staff trained to ask the right questions and experienced enough to fully understand the implication of every response. An EOS conducted by an outside consultant is often more cost effective than an in-house survey, and the results are more valid and reliable.

The Right Choice

Specifically, EOSs give the organization the feedback to help you improve motivation, quality, team work, productivity, profitability, and leadership. In the last two years we have had the privilege of conducting EOSs with twenty-one organizations. All of the organizations felt that their EOS exceeded their levels of expectation. The feedback from the EOS helped create, shape, and define the quality of their products and their services. And, appropriate use of this information also created a positive and productive work environment for their employees.