
Survey instruments have gained significant popularity in recent years as organizations strive to improve themselves from within. As the talent pool continues to shrink and it becomes more difficult to find people who genuinely add value, it is increasingly important to be aware of the strengths and weaknesses inherent in an organization and among its people.

Surveys help evaluate which aspects of an organization are functioning well. At the same time, a survey can be used to identify aspects of an organization that require attention. The following types of surveys are among those most frequently requested by our clients:

Corporate Culture Surveys. These are valuable tools that determine current personal or corporate perceptions and effectiveness. They can be used to analyze focused topics such as compensation and upward mobility or may be used to examine a broad spectrum of issues. Clients may use corporate culture surveys to evaluate a number of topics, including employee reaction to the management team, employee opinion of the physical plant or the degree of satisfaction felt by their employees. Corporate Culture Surveys provide managers with information that can be used to enhance both tactical and strategic planning to anticipate possible difficulties.

360 Degree Feedback Surveys. These survey instruments are used by managers seeking candid information about their own performance. A confidential survey is distributed among the managers' supervisors, peers and subordinates. Confidentiality is assured throughout the process, enabling frank feedback from the survey subjects' evaluators. Feedback results can be readily applied to goal setting and developmental initiatives. 360 Degree Feedback Surveys are customized to fit a particular organization's needs and lend themselves to a variety of administration methods. Some clients request that their survey be distributed via hard copy, while others prefer administration through a secure

Web site. These survey instruments can be used to evaluate a variety of competencies or work behaviors, including leadership, creativity, attention to detail, persistence and other basic or sophisticated work habits.

Customer Feedback Surveys. These are used primarily to gather information on the perception of an organization "from the outside." Customer Feedback Surveys can measure the effectiveness of a new program or may be helpful in evaluating whether a significant change is warranted. The underlying purpose of this survey is to gather customer-based information regarding an organization's current state to determine the possible organizational development action to be taken.

Our Organization Development Surveys are designed to be readministered over a period of time. This is helpful in determining the level of compliance the organization achieves with the recommendations and prescriptions for change. For example, budgets, short and long term planning and product launches may be impacted by reliable measurements of what external and internal customers want and need. State-of-the-art technology is applied to this survey process, eliminating much of the "guess work" concerning customer needs. All three survey types provide valuable measurements of progress, satisfaction or current state in a fast, easy and businesslike manner.

We custom-tailor our surveys according to your specific needs. We begin with an individual consultation to establish your specific goals for the project and will continue to consult as needed throughout the administration of the survey. Following the conclusion of the "first generation" of a survey, you may consider repeating the survey to measure the effectiveness of the changes brought about by the survey process.

Contact us to discuss the options available to your organization through our Organization Development Survey programs.



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PROVIDING GLOBAL SYSTEMS TO IDENTIFY, TRAIN, DEVELOP AND RETAIN COMPETENT PEOPLE

3914 MURPHY CANYON ROAD, SUITE A162 • SAN DIEGO, CALIFORNIA 92123
TELEPHONE 858-292-7341 • FAX 858-292-7052 • WWW.ALANDAVIDSONCONSULTING.COM