

ABOUT EASTMAN & GUARE

- Consulting to business needs for over 20 years
- Experts in customized human performance solutions

www.eastmanguare.com

SERVICES OFFERED

- Strategic Alignment
- Customized Assessment
- Leadership Development
- Competency-based Learning Design
- Team Development
- Coaching

SURVEY BENEFITS

- **Structure** – Provides consistency in questions and reports
- **Focus** – Targets information that cannot be obtained in a generic survey
- **Empowerment** – Solicits the input of staff and customers, encouraging collaboration
- **Direction** – Guides and directs decision-making
- **Cost savings** – Allows investment in relevant development programs
- **Confidentiality** - Allows responders to provide candid feedback with no risk of personal identification.

Introduction to Eastman & Guare Surveys

Surveys are an excellent way to gain information about your internal and external customers. Inside your organization, it is essential to know what your managers and employees perceive in order to better serve customers, perform their jobs, and work together with ease. Outside of your organization, the perceptions of your customers and suppliers are necessary in order to improve, innovate, and stay competitive.

Surveys are nothing new - but flatter, more participative, and internet-driven workplaces have made surveys more accessible and accepted. Today's workers and customers are knowledge workers who value information. They have opinions and suggestions that your organization needs to hear. Surveys make it easy for your employees and customers to be an active part of your organization's growth and success.

Customize for Your Organization

There are many "off-the-shelf" survey instruments available to organizations. While these surveys have value, they frequently fall short of being truly relevant because of their generic measures. The specificity of the questions and the language of the items in generic products are not always relevant or reflective of your company's approach, offerings, and style.

Today's workers and customers expect customization. Their jobs are complex and interconnected with people all over the world. Simplistic surveys will not suffice if you want to gain rich insights from your efforts.

Online Efficiency

The ability to design, develop, and implement a customized survey has become increasingly more dynamic due to web-based tools and practices. Using the highly flexible Panoramic Feedback™ platform, we will design and implement a survey to address your organizational needs. The survey includes numeric as well as narrative questions, and produces a series of reports based on the categories that will be the most useful and informative to you.

Eastman & Guare Customized Survey Components

Communication



We assist you in communicating with managers, employees, and customers to ensure there is a clear understanding of the survey purpose and process. When the surveys are complete, we help to make the information meaningful to all those involved.

SAMPLE PROJECTS

A global technology company had received many internal complaints about their performance management system. They realized they needed to standardize their performance measurements but were uncertain about the best incentive program for their employees.

Two surveys were developed - one for managers and the other for staff. This approach provided data from two key perspectives, resulting in a more consistent, user-friendly performance management system and clear direction from employees on their most preferred incentive options.

A growing company had gone through tremendous change over the past five years, including expanding into eight states. With this growth, communication had broken down, business processes became inefficient, and individual roles and responsibilities lacked clarity. The Senior Leadership Team was overwhelmed with all the growth and uncertain about the key levers for change.

An employee survey addressed morale, structure, communication, leadership and staff development. Focus groups were added to enhance the process. As a result, leadership created formal channels of communications, strengthened their presence across the organization and addressed morale issues in key areas.

Measures



If you already have specific measures for customer or employee satisfaction, we develop targeted, relevant questions. If you do not have defined measures, we offer samples and provide expert consultation and direction on the identification and definition of survey measures for your company or department.

Survey Design and Administration



A variety of survey designs and answer scales are available in our customized survey product. Typically, a combination of numeric and narrative questions is used. Some projects require additional services such as individual interviews and focus groups. We help you design the questionnaire to obtain the information you require and expect.

We will manage the process start-to-finish, responding to user questions and ensuring full confidentiality, security, and integrity.

Reports



Comprehensive and summary feedback reports are prepared in hard copy as well as electronic formats. Reports vary in length depending on your requirements, and we offer a streamlined (5-7 pages) Management Summary to assist your managers in understanding the survey results. This summary includes our professional recommendations as well.

Feedback Delivery



We provide an interactive and informative session for delivery of the survey results to stakeholders and participants, allowing for questions, clarification, and discussion. We also facilitate management discussions about survey findings, implications and strategy development.

Use customized surveys as an essential driver for learning, communication, and change. **Receive a free initial consultation by contacting Wandy Browne at 207-799-8687.**

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