

**October 2005: Drake Webinar Series - Volume 13****DO YOU REALLY KNOW WHAT YOUR EMPLOYEES THINK?**

Does your organization have a finger on the pulse of its employees? Enterprise surveys are a strategic tool that directly connects management to the needs of their people. Employee dissatisfaction leads to lower productivity and higher turnover, having a significant impact on company performance. Clearly, anything that can reduce the investment of time and money that is channeled into sourcing, hiring and training new employees is going to be beneficial, but what is an enterprise survey and where do you start?

An enterprise survey is a structured process in which staff can openly discuss their opinions of the company they work for without fear of reprisal. They can review key areas that an organisation has deemed important and provide input on what is working well and what is not. The aim is to present an opportunity that encourages frank and honest feedback in a manner that is comfortable.

The problem is that most companies, even those with large dedicated HR departments—and certainly those without them—have neither the time nor the expertise to conduct enterprise surveys. This is the critical point where so many surveys go wrong. Without the ability to analyse and profile the feedback that employees offer, managers won't know how to act upon the results. This is why surveys are better handled by a neutral, and expert, third party. Without a stake in either employee or management positions, a third party can provide a needs analysis and an overall solution that can turn negative feedback into positive action. Also, it has been shown that employees are far more likely to offer honest feedback to a third party, because their anonymity is assured.

Drake has a new whitepaper that describes in detail the methodology for conducting an effective survey within your organisation. Available at [www.drakewebinars.com](http://www.drakewebinars.com), the whitepaper explains the traditional forms of conducting employee surveys—paper questionnaires and non-secure computer-based methods, for example—and why they are largely ineffective when it comes to getting the critical, open feedback that managers and executives need in order to improve their organisation and retain their top talent.

Conducting surveys sends a positive message throughout the organization that an employer is genuinely interested in learning about what is going right and what is going wrong. Establishing an atmosphere that encourages the expression of frank, forthright opinions about a company and enabling the creation of meaningful results, should be the goal of every enterprise survey. By relying on experts that can manage it properly, that ask the right questions, processing and responding to the answers, and using the information to create necessary change, you can convert enterprise surveys into one of the most valuable management tools your company has. If your company does not have a survey process in place, or has one that is not delivering the results you were hoping for, you can contact Drake and take steps to develop an Enterprise Survey Solution for your organization.

To find out more about how **Drake's HR Consulting Services & Enterprise Survey Solutions** can help your organization build an engaged employee workforce leading to higher productivity and lower turnover, attend a complimentary one hour webinar, on Wednesday October 26th, 2005, from 12:00-1:00 p.m., EST.