



Employee Research

Monitoring the corporate knowledge, views and commitment of employees

THE PROJECT REQUIREMENT

- To improve Norwood's people management strategy.

THE RESEARCH

A key challenge of this project was to develop a methodology that encouraged survey participation from all parts of the organisation.

- Reached consensus on the key issues for exploration through depth discussions with management, administrative and service staff.
- Developed 'issue focused' postal questionnaire, which was hand delivered to all employees, with confidentiality guarantee.

THE OUTCOME

- Focus, relevance and confidentiality of the survey resulted in significantly improved response rates.
- A number of initiatives (around appraisals, training, communication, pay scales and employee events) were developed in line with research recommendations.
- The survey is to be repeated in 2008 to monitor the impact of these initiatives.

OTHER EMPLOYEE RESEARCH PROJECT CLIENTS

- Action Aid
- DHL
- Creation

Contact: bernice@bernicehardie.co.uk



“Without a doubt we now have some very powerful information which will help to direct our future strategy”

Shona McBride
Head of HR
Norwood