



# Employee Opinion Survey

**Objective: To understand and address employee concerns, thereby increasing employee morale, performance, retention, and productivity.**

It is important for every organization to monitor the sentiments of their workforce. Understanding employees' feelings, their likes and dislikes, and their values, enables organizations to take actions that greatly increase employee morale...resulting in less turnover, greater productivity, and higher quality performance.

## About the Model

The ExecuSurv Employee Opinion Survey addresses a wide variety of issues that may affect an employee in any organization. The model anticipates the reality that, in today's organizations, a myriad of forces influence employee productivity. Included in the model are Physical Setting, Resources, The Job Itself, Supervisor Practices, Senior Management, Performance Review, Career Opportunities & Development, Compensation and Benefits, and Co-Workers.

## About the Author

ExecuQuest is a 30 year old leadership development consulting firm and the parent company to ExecuSurv. The principals of ExecuQuest are recognized as some of the leading minds in the field of Organizational Development. ExecuQuest has helped numerous companies improve the performance of their employees and develop their leaders, including TJX Companies, ING Financial Network, E & J Gallo Winery, Reed Elsevier, Christie's, and many more.

Jaime Jusidman, Founder and President of ExecuQuest and ExecuSurv, is an international consultant who has worked with hundreds of companies across a variety of industries, including retail, food service, technology, healthcare, finance and telecommunications. For over 30 years he has trained and coached over 10,000 managers, executives and top team members from many of the largest firms in the U.S., Central & South America, and Europe. He has extensive experience in team building, 360 feedback, executive coaching, leadership development and change management.

## Who Has Used Our Employee Opinion Survey

TJX Companies	Alltrade Tools
SCAN Health Plan	Cox Communications
Saia Motor Freight	Reed Elsevier

## Areas Measured

Physical Setting  
Resources  
The Job Itself  
Supervisor Practices  
Senior Management  
Performance Review  
Career Opportunities & Development  
Compensation and Benefits  
Co-Workers

## Sample Items

### Resources

- I have the information that I need when I need it to perform my job effectively.
- I have the necessary equipment to perform my job effectively.

### Supervisor Practices

- My supervisor communicates effectively regarding what is expected of me in my job.
- My supervisor asks for and listens to my opinions.

### Performance Review

- It has been clearly described to me what factors are taken into account when my performance is being reviewed.
- I receive performance feedback on a regular basis.

### Compensation and Benefits

- I receive fair pay for the work I do.
- I am satisfied with the benefit package offered by the company.

## Language Options

English  
English/Spanish

*Instrument can be translated into other languages.*



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## The Value of Employee Opinion Surveys

In virtually all organizations, employees are a source of valuable information. They are aware of strengths and weaknesses within the company. Employee opinion surveys evaluate employee perceptions, attitudes, opinions and feelings about different aspects of the organization and their work environment.

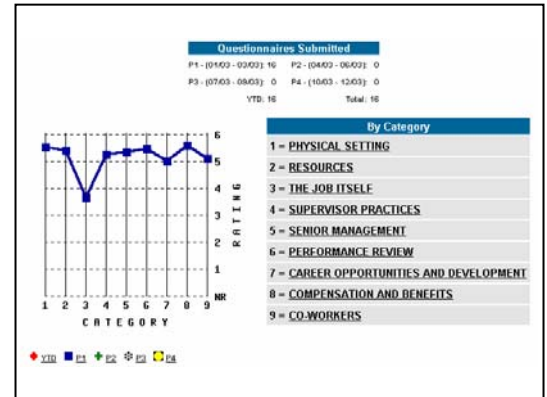
The information gathered with employee opinion surveys can give the management knowledge that directly impacts the bottom line and fosters positive employee relations in many ways. By addressing employee opinions, organizations can greatly increase productivity and employee morale, resulting in less turnover and higher quality performance. Often, companies can boost employee moral and productivity simply by implementing an employee opinion survey. When employees feel that management values their input, they tend to feel more positively toward the company and their job. In addition, organizations can use the data to identify cost-saving opportunities, strengthen managerial deficiencies, and create a more productive environment.

Annual survey deployments set a benchmark for future evaluations so that organizations can track progress and ensure continuous improvement. How will you know when things are improving? Over time there will be an increase in the psychological or emotional attachment to your company, known as an "affective commitment." Affectively committed employees are more likely to stay with the organization, will recommend the organization as a good place to work, are willing to go the extra mile to achieve results, help maintain profitable customer relationships, and serve as advocates for the organization.

In short, employee opinion surveys are an integral part of well-oiled organizations. In today's business world, employees are wielding more and more influence in the workplace - and that has serious consequences for companies, especially those striving to survive in an increasingly competitive business environment.

## About ExecuSurv

Founded in 1996, ExecuSurv traces its roots back to an established Organizational Development consulting firm. The principals of the firm recognized that the Internet could be leveraged as a channel of communication, greatly increasing the efficiency and effectiveness of data gathering. ExecuSurv began development of its survey platform in 1997, deployed its first survey in 1999, and is positioned today as one of the only companies of its kind that can deliver proven web-based survey applications in combination with the experience and expertise to help organizations manage the overall survey deployment process.



## The Technology

The technology that underlies our survey applications is web-native and 100% proprietary. It was designed with the singular intention of gathering data online. The system has a built-in set of user-friendly data analysis tools, which includes:

- Demographic segmentation
- Longitudinal comparison
- Average score by category (*shown above*)
- Average score by question or item
- Score distribution by question
- Demographic segment ratings against overall company norm.
- Responses to open-ended questions

The system resides on ExecuSurv's secure server, hosted in one of Southern California's most prominent co-location facilities. The data is stored on an SQL server. Our team fully administers the deployment of each survey, so no administrative or IT resources are required of the client.

## Additional Services

- ✓ Custom Deployments
- ✓ Data Analysis and Reports
- ✓ Paper Survey Processing