

# The Small Business Employee Survey Kit

Information for Small Businesses  
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Seghers Survey Consulting



## *The Small Business Employee Survey Kit*

- ▶ a new tool designed to help small businesses (up to 250 employees) develop and deploy a successful survey project at a fraction of the cost of a traditional survey
- ▶ geared toward the specific needs of small businesses
- ▶ provides a comprehensive step-by-step guide, to lead the you through the entire process from project planning to action plan development
  - including sample communications and scripts



## *The Small Business Employee Survey Kit – two versions*

- ▶ **The Basic Kit** – a pure product offering designed for those that want to take more control of the survey project and have the capability to collect and analyze the data
- ▶ **The Kit Plus** – a product/service hybrid designed for those that want more guidance throughout the entire process



## *The Basic Kit includes:*

### DESIGN

- ▶ Pre-survey employee communications guidelines and samples
- ▶ Question library - Over 100 questions in Employee Engagement, Productivity, Organizational Culture and Climate, and Leadership
- ▶ Guidance on Demographic Variables (e.g., Department, Tenure, etc.)

### DATA COLLECTION

- ▶ Data Collection Script guidance and sample
- ▶ Questionnaire template in MS Word for printing



## *The Basic Kit includes:*

### DATA ANALYSIS

- ▶ Guidelines for analyzing surveys results overall and by demographics
- ▶ Guidelines for interpreting results and generating action items

### DEVELOPMENT OF IMPROVEMENT PLANS

- ▶ Post-survey employee communications guidelines
- ▶ Guidelines for group problem solving and action plan development

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## *The Kit Plus includes:*

### DESIGN

- ▶ Up to one-hour telephone consulting help by SSC
- ▶ Pre-survey employee communications guidelines and samples
- ▶ Question library – Over 100 questions in Employee Engagement, Productivity, Organizational Culture and Climate, and Leadership
- ▶ Guidance on Demographic Variables (e.g., Department, Tenure, etc.)
- ▶ Review of questionnaire by SSC

### DATA COLLECTION

- ▶ Set-up of questionnaire on a data collection web-site by SSC
- ▶ On-line hosting of survey by SSC
- ▶ Creation of a PDF version of questionnaire for printing
- ▶ Data Collection Script guidance and sample
- ▶ Data entry of paper questionnaires and merging with on-line data



## *The Kit Plus includes:*

### DATA ANALYSIS

- ▶ Generation of bar charts for all questions for Overall Results
- ▶ Generation of tabular (banner) results for Demographic Variables
- ▶ Guidelines for interpreting results and generating action items

### DEVELOPMENT OF IMPROVEMENT PLANS

- ▶ A one-page Narrative Summary of Overall Results
- ▶ Post-survey employee communications guidelines
- ▶ Guidelines for group problem solving and action plan development

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Features Comparison	Basic	Plus
Comprehensive step-by-step guide	✓	✓
Pre-survey employee communications guidelines and samples	✓	✓
Question library - Over 100 questions in Employee Engagement, Productivity, Organizational Culture and Climate, and Leadership	✓	✓
Guidance on Demographic Variables (e.g., Department, Tenure, etc.)	✓	✓
Post-survey employee communications guidelines	✓	✓
Data Collection Script guidance and sample	✓	✓
Questionnaire template in MS Word for printing	✓	
Review of questionnaire by SSC		✓
Set-up of questionnaire on a data collection web-site by SSC		✓
On-line hosting of survey by SSC		✓
Creation of a PDF version of questionnaire for printing		✓
Data entry of completed paper questionnaires and merging with on-line data		✓
Bar charts for all questions for Overall Results		✓
Banner (tabular) results for Demographic Variables		✓
A one-page Narrative Summary of Overall Results		✓
Up to one-hour telephone consulting help by SSC throughout the process		✓

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## *Advantages of The Kit:*

- ▶ You choose the level of support that you need
- ▶ You design the questionnaire to match your specific needs
- ▶ You control the timing of the project

The Kit guides you through the entire process – all at a fraction of the cost of a traditional survey project

Not sure if you are ready to survey?

Try a free, on–line tool: The Survey Readiness Inventory

[www.segherssurveyconsulting.com/sri.aspx](http://www.segherssurveyconsulting.com/sri.aspx)



## *Kit Pricing*

- ▶ **The Basic Kit** – \$295 \*
- ▶ **The Kit Plus** – \$995 \*

\* plus sales tax



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## *About Seghers Survey Consulting*

- ▶ ***Seghers Survey Consulting*** is dedicated to improving organizational performance by getting critical business intelligence from a unique perspective -- that of the employees.
- ▶ Ray Seghers has 31 years of experience in all facets of the survey business, plus 7 years in social science research.
- ▶ Over the years, Ray has worked with organizations in a variety of industries throughout the U.S. as well as internationally. He has helped them improve their bottom line by using employee feedback to guide action planning.
- ▶ In addition to the U.S., he also directed employee research in Canada, U.K., South Africa, Australia, and Hong Kong.



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