

## e-Survey

There's always a fine balance between caring what your employees think and feel and focusing on getting business results. The reality is that the only business advantage that your competitors cannot copy are the decisions and behaviours of your people.

e-Survey is a straightforward tool which determines your employees' attitudes, perceptions, concerns, thoughts and feelings. It graphs the results into an easy to understand format and interprets feedback, with suggestions for enhancing the good and tackling the challenges.

### One example and case study of how our e-Survey improved business performance

- A company employed 65 people, including 6 Middle Managers and a General Manager; their annual turnover was R 27 million.
- Business was good, however, management felt there was room for improvement.
- In order to help the business Mentors believed that the people within the business would provide some insight as to how processes, people and performance could be enhanced.
- It was also necessary to ensure that we had the buy-in and support of the people within the business, and asking them for the input was a great way to encourage this.

### Read on to see how

#### Mentor's e-tools

#### succeeded to:

- improve
- grow and
- rejuvenate this business

Use one or more of our e-tools to: increase, rejuvenate and grow your business

### Step 1 Who?

The company employed 65 people, making it feasible and valuable to receive everyone's feedback. The staff compliment were divided into administrative staff, sales staff, technical staff and management. Each and every person would complete the survey and give their input.

### Step 2 What?

Mentors engaged in a brainstorming session with the management team in order to identify the areas that would yield the greatest amount of usable information from the staff. Careful consideration was given to the categories that would be questioned. The company were very careful to balance the hard with the soft issues, meaning that they allowed the survey to consider the people issues as well as the system and process issues.

The topics which were decided upon were as follows:

- |                       |   |
|-----------------------|---|
| ● Accountability:     | ○ The company's culture of answering for your results and accepting ownership for your work   |
| ● Empowerment:        | ○ Taking control of your own environment, making your own decisions, and seeing a task through to completion  |
| ● People Focus:       | ○ The company's consideration and concern for the well-being of the people who work there, and how in touch the company is with the people's needs                      |
| ● Results Focus:      | ○ How focused the business is on achieving business results and objectives. This category looks at how ambitious and aggressive the business is in reaching their goals |
| ● Communication:      | ○ How much the people feel they are involved in the business, do they know what is going on, what decisions have been made and in what direction the company is going?  |
| ● People Development: | ○ Are the people grown and developed, are there opportunities for growth and for personal actualization?  |

Mentors then designed 10 questions and statements which would uncover the employees feelings and perspectives on each topic. Some of the questions were discreet and subtle and others were very straightforward.

## Step 3 How?

- Each employee received a personalized email from Coach in the Corner inviting them to participate in the survey. They were assured that their feedback was anonymous and that their results would be culminated into an average for the company.
- This encouraged honesty and participation.
- The employees just needed to click on the link in the e-mail and from the comfort of their desk they were able to complete the survey which asked a question and provided a likert scale of 1-6 asking for a rating for each question.

# Results

1. 64/65 employees completed the survey.
2. The results were very positive and several employees commented that they appreciated being asked for their input.
3. The survey assisted the business to identify areas of strengths and of improvements, and Mentors were able to present this feedback to the company in the form of an action plan for growth.
4. The plan was then implemented over an 18 month period. The results were measurable and monitored continually. Some of the recommendations included:
  - a) Restructuring one department so that the people who work together are physically together
  - b) Moving the sales team into a smaller area because they should not be spending much time in the office and the space could be more effectively utilized
  - c) Reassigning some of the managers' responsibilities so that they worked according to their strengths
  - d) Implementing a training programme which embedded the principles of personal empowerment and accountability so that these could be entrenched as a culture
  - e) Several brainstorming sessions were held to ensure that the management of the company were clear on the company's vision and objectives
  - f) Formal and informal meetings were scheduled to improve the company's communication levels

**Survey Results:  
July 2013 (Before) and Jan 2014 (After)**



The survey was repeated 6 months later with the areas of concern having improved on average by 12%.

## What happens now?

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