



المركز العالمي للتدريب والتطوير
International Centre For Training & Development



DESIGNING & DEVELOPING Employee Surveys



ACTVET
Riba Dhabi Centre for
Technical and Vocational
Education and Training
مركز أبوظبي
التعليم والتدريب
التقني والتخصصي



INTERNATIONAL ASSOCIATION FOR
HEALTH AND OCCUPATIONAL
SAFETY AND THE ENVIRONMENT



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Course Introduction:

Employee surveys serve a variety of purposes. Employers interested in knowing the general workplace climate administer employee opinion surveys to determine their level of job satisfaction. Employee response to organizational change or transition is another reason for administering an employee opinion survey. Employee opinion surveys elicit specific information as well as general comments about the workplace, which enable employers to address workforce and organizational needs

Course Objectives:

The participants will learn to do the following:

- Survey design services
- Survey administration, follow-up e-mail reminders, etc.
- Survey reporting – tailored to the audience
- Focus group facilitation to drill down into survey results.
- Recommendations on employee communications, improvement plans, and change management strategies.

Who Should Attend?

Senior employees in Employee Relations, Human Resources or Personnel and Administration who are directly or indirectly responsible for supporting employees while protecting the organization.

Course Outline:

HUMAN RESOURCES MANAGEMENT

- Towards a Modern Definition
- The Main Functions in HR Management
- Competency Based HR Management
- HR Deliverables: A Model for Multiple Roles
- HR as Business Partner
- HR Competencies: Moving from Traditional HR to Strategic HR

AN OVERVIEW OF EMPLOYEE OPINION SURVEYS

- Employee Opinion Survey Formats
- Written Employee Opinion Surveys
- Online Employee Opinion Surveys
- Focus Group Employee Opinion Surveys
- Employee Opinion Survey Interviews
- Which Format Should You Use?

START-UP CONSIDERATIONS AND GUIDELINES

- A Recommended Format
- Development Steps
- Pitfalls
- Employee Opinion Survey Guidelines
- Overall Survey Guidelines

IDENTIFYING SURVEY OBJECTIVES

- The Overall Survey Objective
- A Good Objective
- Information Purposes
- Describing Your Purposes

DEFINING SURVEY PLANNING ELEMENTS

- What to Survey
- Identifying Dimensions to Survey
- Who to Survey
- Sampling
- Sampling Error
- Random Selection
- When to Survey

SELECTING CONDITIONS OF EMPLOYMENT TO SURVEY

- Initial Management Communication
- Initial Employee Communication
- A Starting Point
- A Word of Caution
- Starting List
- From Whom to Seek Information
- Other Approaches
- Combining Results

DEVELOPING EMPLOYEE SURVEY DEMOGRAPHICS

- Individual Identification
- Employee Groupings
- Typical Demographic Groupings
- Past Survey Demographics
- Considerations
- Identifying Your Employee Demographics

- Typical Questions
- Location in the Survey
- Participation Control

DESIGNING SURVEY QUESTIONS

- Number of Survey Questions
- Response Alternatives
- Types of Questions to Use
- Question Guidelines
- Questions by Subareas
- Fill-In and Essay Question Development

CREATING THE SURVEY INSTRUMENT

- Introduction
- Instructions
- Survey Questions
- Submission
- Answer Sheets
- A Complete Survey

ADMINISTERING THE SURVEY

- Administrator Training
- Administration Guide
- Notification
- Make-Ups
- A Caution

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TABULATING AND COMPILING SURVEY RESULTS

- Response Formats
- Past Survey Results
- Other Comparisons
- Response Intensity
- Importance and Satisfaction
- Correlations
- Additional Information
- Analyzing
- The Interview
- Focus Groups

CONSIDERING EXTERNAL SERVICES AND PRODUCTS

- Internal Personnel
- Credibility
- Timeliness
- Valid Instrument
- Comparison Data
- Should You Use an External Service?
- Your Responsibility
- Publishers
- Tabulators
- Locating External Assistance
- How to Select a Firm
- Contracting
- Products
- How to Select

WRITING AND DELIVERING REPORTS

- Comparisons
- No Comparison
- Using Comparisons
- The Management Report Structure
- The Employee Report Structure
- Legal Review

USING SUPERVISORS TO DELIVER RESULTS FOR TWO-WAY COMMUNICATION

- The Supervisor as the Key Communicator
- Notifying Employees
- The Communications Program
- Supervisor Preparation
- Follow-Up
- Meeting Guide
- SURVEY CHECKLISTS

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session