

TRACTION™: A Proven Process For Moving From Results to Improvement

The Key to Continuous Improvement Is Having the Knowledge, Skills and the Tools Working Together in Harmony to Do What Needs to Be Done.

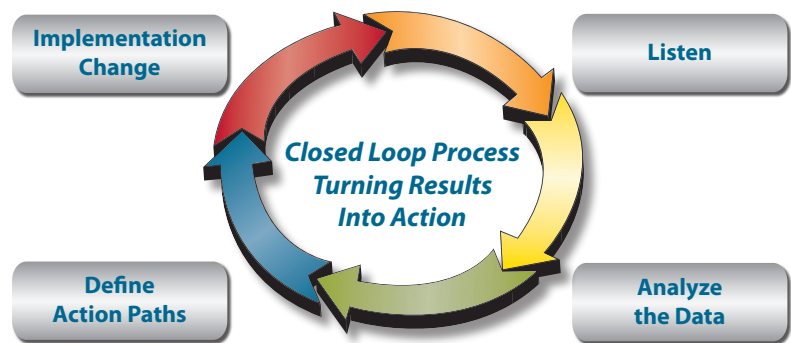
Key Success Factors For Action Planning and Implementation

- Strong Leadership
- Clear, Achievable Goals
- Focus on the Few
- Well-Defined Accountabilities
- Structured Approach
- Grounded Expectations
- Manager & Staff Involvement
- Status Monitoring & Reporting
- Strong Implementation Plan
- Follow Through
- Success Measures Defined
- Organizational Readiness

Surveys and other research should be done as part of a closed-loop process. It starts with information gathering and should not end with the delivery of results. Rather, the process should lead to positive change that improves company performance. Companies typically don't struggle with the data gathering, but they often struggle with using research results effectively to make improvements.

"In life, as in golf, it's the follow through that really counts."

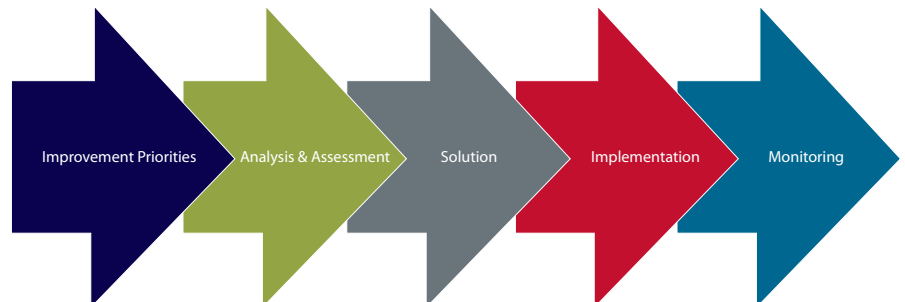
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Our Action Planning Process Provides Support in Three Ways:

1. As a facilitated session with the executive team to identify and address key corporate issues
2. As a workshop to managers and HR with supporting materials
3. As an on-line manager support tool that provides a step-by-step guide with easy to follow process and forms

Each approach takes the following steps to Action Planning:



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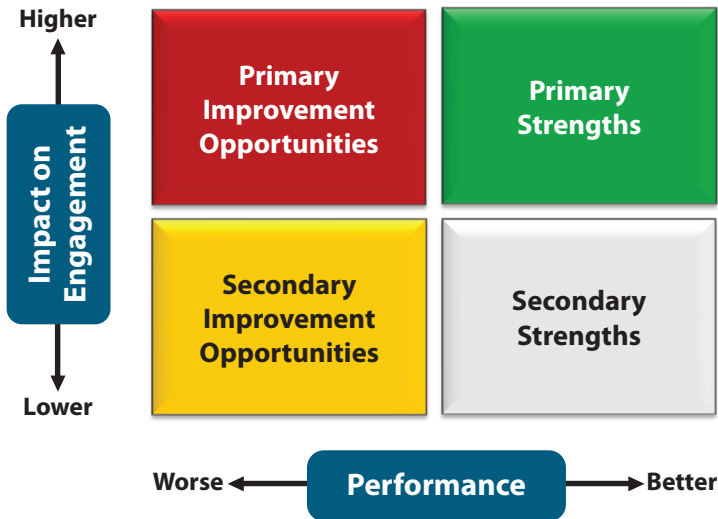


Why Do the Research if the Results Only Occupy Space on a Shelf?

Closing the Loop Between Research and Results

Prioritization Is Critical to Defining Your Action Paths

Knowing which items have the strongest relationship to engagement and the lowest scores, helps to prioritize improvement targets.



Burke's On-line Action Planning Tool Includes

- An integrated process from survey results to action planning
- Supporting tools and forms for each phase of the process
- Managers can submit their improvement priority target(s) on-line to for approvals and then their Improvement Plans as well
- On-line Status Monitoring is available throughout the process

What Are the Benefits to Having a Structured Action Planning Process?

- Improvements actually happen in a timely manner
- Issues are addressed – in priority order
- The focus is on implementing positive change rather than on moving “scores”
- Managers and their employees are engaged in the improvement process, thus ensuring greater acceptance of change
- An enhanced culture of collaboration and information sharing will emerge; employees become more engaged and organizational performance will improve

Bottom line: An Action Planning process that works leads to positive change and ensures a return on your research dollars.

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