

Employee and Organizational Surveys

Do you know what your employees are thinking?
It's important to your business to know...

Our Philosophy

Burke's survey approach begins and ends with our clients in mind. We seek to customize the survey process, administration and reporting to your unique needs. We are honest in our relationships, and all engagements adhere to the highest ethical standards.

Burke employs strict measurement standards based on state-of-the-art methodologies. We take responsibility to ensure that clients fully understand the issues, and that we do all we can to help our clients use survey results effectively. We believe in the value of what we do, and strive to ensure our clients experience maximum benefits. Our goal is to provide unparalleled customer satisfaction in all aspects of the working relationship.

FOR MORE INFORMATION CONTACT

Jaci Jarrett Maszta, Ph.D.
VP/Practice Leader:
Employee Engagement & Retention Management
Jmaszta@burke.com
513.684.7646

Why Is It Important to Measure and Monitor Employee Attitudes and Gather Their Feedback?

"In addition to trying to WOW our customers, we also try to WOW our employees.... We believe that it creates a virtuous circle, and in our own way, we're making the world a better place to live."

Tony Hsieh, CEO – Zappos.com

Employee opinions matter. They can't be WOWed or even begin to be fulfilled if you don't know what they want, need, or think. It's all about respect and involvement.

With effective employee surveys, companies are likely to improve their ability to...

- Maintain a more productive and effective workforce
- Recruit, select and retain top performers
- Curb costly turnover
- Eliminate barriers that impede productivity
- Develop exceptional leaders and managers
- Engage employees and enhance their contributions
- Increase customer loyalty and profitability

Burke Surveys and Assessment Tools

Are designed to meet strategic business needs. Our surveys do not follow the one-size-fits-all mold. Rather, our surveys are customized to align with business objectives.

Provide in-depth data analysis and interpretation. Using state-of-art methods, we thoroughly analyze survey results. Our experience allows us to add meaningful interpretation to the results.

Create customized, targeted reporting. Our reports provide the most relevant information to help you identify both strengths and improvement opportunities.

Enable targeted follow-up action planning. Our results provide management information - not just numbers. We facilitate the process of moving from results to action (see Burke product sheet on TRACTION™, our Action Planning process).



Select an Approach That Meets Your Needs

Burke offers a variety of employee surveys including the following:

- Employee Engagement
- Diversity and Inclusion
- Culture Assessment
- Merger & Acquisition
- Wellness Program Assessment
- Internal Customer Assessment
- New Hire & Exit Surveys
- Other targeted surveys, as desired

Other Supports

Burke also offers other survey supports including the following:

- TRACTION™ – An Action Planning process that helps companies move from survey results to improvements. This is offered in three formats:
 - As a facilitated session with the executive team to identify and address key corporate issues
 - As a workshop to managers and HR with supporting materials
 - As an on-line manager support tool that provides a step-by-step guide with easy to follow process and forms
- Performance Management – This encompasses the entire process of employee performance evaluation and feedback, including goal setting and coaching. It also includes the creation of development plans to address current performance issues and maximize future performance potential.
- Linkage & Integration – Combining experience with solid research skills, Burke works with clients to develop Employee Engagement and Relationship Management (EERM) systems that help organizations achieve improved employee engagement, performance, and retention, which in turn improves Customer Loyalty and Relationship Management (CLRM). CLRM then drives organizations toward their desired business goals.

Doing it Right for Maximum Benefit

Employee surveys do best when developed, administered, and supported through a culture of collaboration and support, where everyone's voice matters.

It's the responsibility of leadership to set the tone, provide meaningful messaging, give employees a reason to participate and believe their input will be valued and used.

It is management's responsibility to use the results constructively, learning more about issues unearthed in the process, and seeking to make positive change to address deficiencies and problem areas.

It is the employees' responsibility to participate, share honest responses and feedback, and contribute to the solutions – not just their words – but actions as well.

In collaboration, at all levels and with all stakeholders, employee surveys are most effective.

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Founded in 1931, Burke is an independent, full service research and consulting company. Burke utilizes state-of-the-art research execution, advanced analytical techniques, and leading edge technology to provide decision support solutions to clients across all major industry sectors.