

1. Record Nr.	UNINA9911004782203321
Autore	McConnell John H.
Titolo	How to design, implement, and interpret an employee survey
Pubbl/distr/stampa	[Place of publication not identified], : AMACOM, 2003
ISBN	9786611770310 9781621983590 1621983595 9781281770318 1281770310 9780814427262 081442726X
Edizione	[1st edition]
Descrizione fisica	1 online resource (xi, 317 p. ; ) + 1 CD-ROM (4 3/4 in.)
Disciplina	658.3/14/0723
Soggetti	Commerce Business & Economics Marketing & Sales Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Sommario/riassunto	Employee opinion is the most important barometer of employment conditions at any company. But marshalling hundreds (or thousands) of individual perceptions into a cohesive workplace initiative demands an organized approach. McConnell presents a practical start-to-finish methodology for getting the most out of an employee opinion survey, from determining what conditions to survey to completion of follow-up procedures. Adaptable to any purpose and organization, McConnell's proven strategies cover: Do's and don'ts of question design Selecting response type (multi-choice, rating scales, etc.) Practical methods for ensuring validity and reliability Survey administration Additional chapters cover the nuts and bolts of implementation, communicating with employees about the survey, and how to score, group, and report survey results. Not least, this crucial book shows how to use survey

results as a springboard to improved management/employee communication, working conditions, and productivity. CD-ROM included.

---