

# Employee Research & Employee Engagement

Understanding what your employees think about their employer and their workplace is a key feature of strategic corporate planning. By understanding your employee engagement landscape using measurement tools such as an engagement survey, interviews and focus groups, you can define the changes that are needed to optimise the engagement of your people.

Our clients use our Employee Research services in a variety of different ways, from large scale job satisfaction surveys or 360 degree appraisal programmes through to smaller interventions using structured interviewing and focus group methodologies for employee opinion on localised issues. It helps them to improve their response to strategic planning of a variety of issues from staff morale through to reactions to change and transition, performance management, workplace stress, and corporate brand management.



## Project Management

Our experience in employee research projects provides our clients with peace of mind that each aspect of the project will be delivered to the highest possible standards. All of our consultants have expertise in social science research and we draw on this expertise to ensure that we work closely with our clients every step of the way. We manage all aspects of the project from survey design to corporate communications, guidance on population sampling, statistical analysis and response optimisation. Our data protection policies are robust and we are registered with the Information Commission in the UK which monitors our procedures.



### **Quantitative Measurement**

We use a variety of measurement techniques to ensure that the research questions are robust and that the research goal is achieved. This ranges from straight forward scaled question responses through multiple format and situation determined choices.

All of the information can be captured using Smithfield Online, our secure, web-enabled online technology, or using a postal service.

### **Qualitative Measurement**

Face to face employee interviews and managed focus groups form the main qualitative approaches that we use. They can be used in conjunction with a quantitative survey to add textual value to the numbers, or they can be used on their own to open up deeply held opinions on more complex subjects.

### **Benchmarking**

Benchmarking is a key feature of our service. We can provide a variety of benchmarking opportunities for our standardized question sets, including benchmarking for 360 degree appraisal competencies, the ASTA team assessment, personal and team resilience, workplace stress, and most generic employee engagement factors.

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