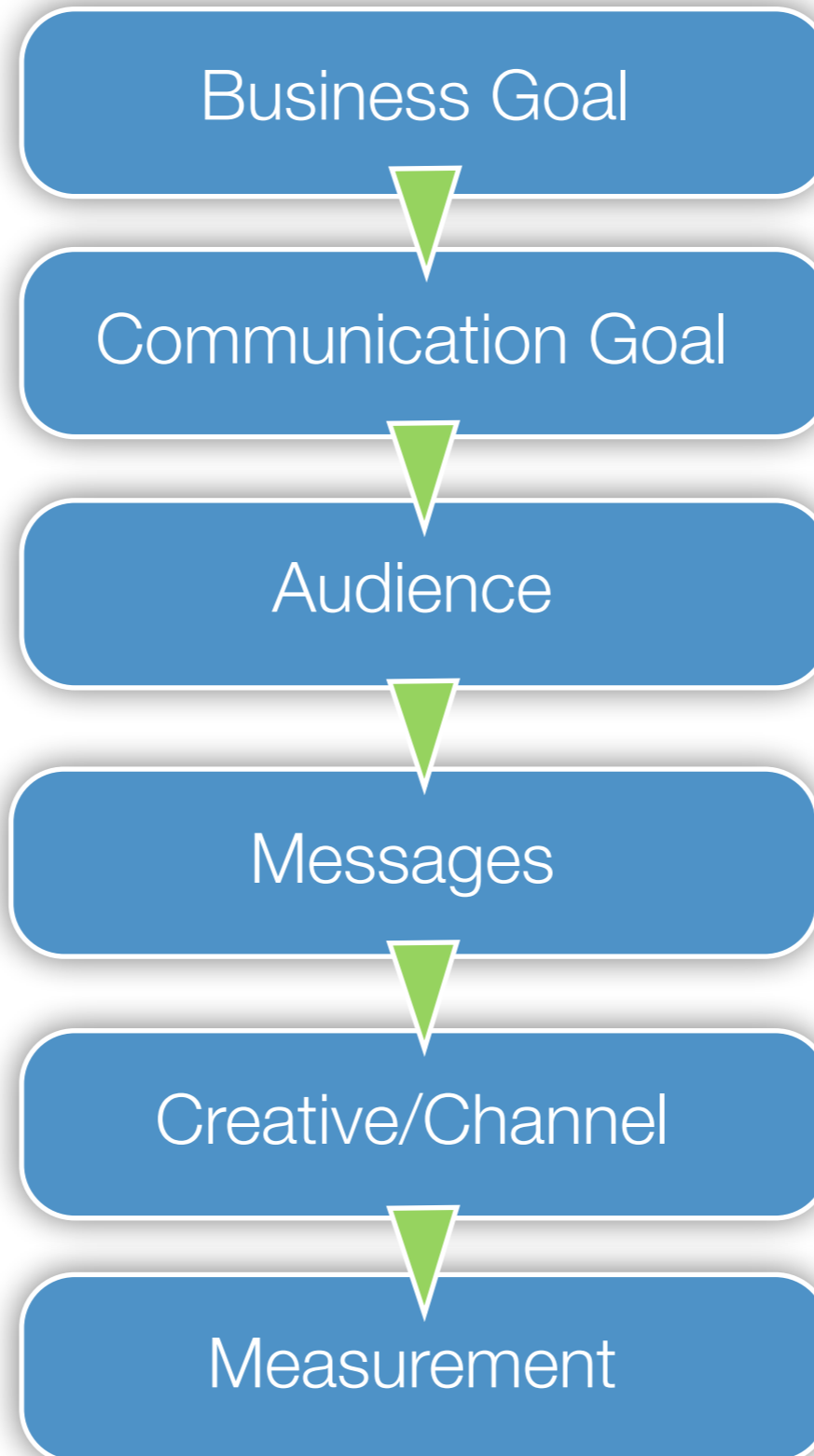




The Strategy Ladder



Rules of Guerrilla Surveys

Construct clear direct questions.

- Use language survey participants can understand.
- No jargon!

Only ask about things you can change or impact

- Don't set false expectations

Keep it short

- Don't give them a reason to NOT take the survey
- Save the long ones for the pros

Keep it simple!

- Limit demographic questions!
- Don't try to get fancy with the tools.
- Again, don't give people a reason NOT to respond!

Ask the right questions to get better results!

Ask one
question
at a time

Bad:

- Do you understand the changes that will happen in your area and when they will happen?

Good:

- Do you understand the changes in your area?
- Do you know when they will happen?

Ask the right questions to get better results!

Write your
questions
clearly

Bad:

- I have confidence in the process by which important decisions are made in this organization.

Good:

- I am confident in how the organization makes decisions.

Ask the right questions to get better results!

Be
specific

Bad:

- It is easy to find information on the web site

Good:

- It is easy to find product information on the web site.

Ask the right questions to get better results!

Keep your
questions
neutral and
opinion free

Bad:

- Do you have any problems with the way you currently interact with your manager?

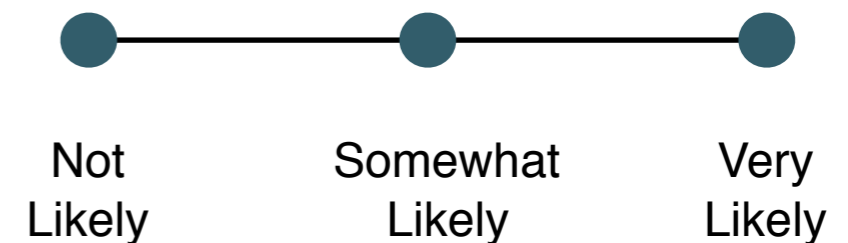
Good:

- Describe the way you currently interact with your manager.

The Likert Scale

One of the most effective survey tools

- Include a neutral option so you don't force a bias.
- The neutral option = your opportunity!
- Make sure everything grouped together is related.
- Make sure your scales all follow the same order throughout your survey.



Effective Quick Poll Questions

Quick, easy and fun

I would recommend this article to a colleague.

Yes No



This article helped me understand our new product line.

Yes No

This article was easy to understand

Yes No



Quick Poll

New Website

What do you think of our new website?

- Wow, it's really great!
- Well, it's ok, I guess
- Hmm, I'm not really sure
- I don't like it much

Vote!

Results

2008-10-31

Town Hall Goals

- Understand the business
- Make leaders more accessible
- Understand how everyone is working to achieve the goals
- Be able to ask questions and interact
- Feel the meeting is worth their time



Quick Poll

Infusionsoft.

1. I feel connected to our customers.
2. I feel informed about how the company is growing.
3. I feel more connected to my coworkers and leaders.
4. I feel informed about product and service updates.
5. The company meetings are an effective use of my time.



Values Day Quick Poll

1. Using 1-3 words, describe our culture.
2. List 1-3 qualities you need to be a successful employee at CWT.
3. What makes you proud to be a CWT employee?
4. Please complete this statement:
In order to be the best in the industry,
we need to do _____.
5. Where are you located?



Executive Interviews: What you need to find out

Current Opinions

- How would you rate communication at the company?

Best case scenario

- How would you like communications to be in a perfect world?

Understand challenges

- What do you see as the biggest obstacles to communication?

Understand audience needs :

- What information do they feel audience members should have, but aren't getting?

Understand issues:

- What are the hottest issues facing the organization?

Understand personal needs as a leader:

- What do they expect/need out of the communications department?