

ODsurveys Plus[®]



Survey Administrator's Guide

Where to begin with ODSurveys Plus®

TTI's ODSurveys Plus is a hands-off approach for distributors to implement Organizational Development and 360 surveys into their business. Through ODSurveys Plus, TTI offers 360, Organizational and Teams Surveys. TTI handles the survey setup and report generation, therefore creating less administration for distributors. There are particular steps to successfully develop and deploy an ODSurvey Plus survey.

- Step One: Determine the Client Objective and what type of survey to run (see the 'Client Objective Worksheet' below).
- Step Two: Discover client specific information needed to help with the survey question selection.
- Step Three: Decide which survey type (360, TEAMS, Employee Satisfaction, etc)
Decide the survey title and write a custom welcome message if desired
Develop the Survey ([refer to http://www.ttivaa.com](http://www.ttivaa.com) for help with category and question selection)
Decide the demographic groups
- Step Four: Complete the on-line Survey Setup Request on www.ttivaa.com or send your survey information to john@ttilttd.com
- Step Five: Receive a survey proof from TTI via email and submit any corrections to TTI.
- Step Six: Send Proof Approval form (e-mail approval is also accepted) to TTI via fax.
- Step Seven: TTI will publish and activate the survey and send you survey access information (passwords) and instructions for checking respondent totals.
- Step Eight: Contact TTI to close the survey (select report types desired) - receive reports from TTI via email.

Each of the above steps will be explained in detail in the pages to follow.

Identifying the Client's Objective

The first step to running a successful survey is to identify the objective the client wants to achieve. To do this, you, the Distributor, must first understand the following:

- What is the business purpose of the client company?
- What does the client company feel is the problem?
- What instances can the client company use to illustrate the problem?
- What is the end result the client company would like to achieve?
- What objective would the client company like to achieve from the survey itself?

The objective of the survey has to be very clear and defined. The wider the scope of the objective, the more difficult it will be to collect meaningful data. The objective must be kept in the forefront with every decision about the survey. A client objective worksheet (below) and more ODSurveys Plus information is available to you on www.ttivaa.com by selecting 'Products', 'Business Building Tools', scroll to 'OD Surveys Plus' and click the 'Click here' link.

What Type of Survey is Needed?

Once the client's objective has been identified, it is time to determine the people and areas of performance that will be surveyed. Identifying this will give you information needed to determine what type of survey needs to be developed; 360-Degree Feedback, Organizational, Employee Satisfaction, Customer Satisfaction, Market Survey or a Team analysis survey. The clearer the objective, the easier this process will be.

Some common survey projects:

360-Degree Feedback Survey

A 360 survey involves a participant and raters. The participant is the subject of the survey. They are rated or evaluated in the survey typically by a Supervisor, Peers, Direct Reports, Customers and by themselves. This type of survey is designed to provide constructive feedback to the participant. The feedback report provided allows you to help the participant create a development plan by focusing on certain areas of weakness.

Organizational Survey

An Organizational Survey can be used in different ways. This type of survey would collect general performance data from a variety, if not all, areas of the organization. An Organizational Survey can be focused on a department, region, management level or the organization as a whole (Employee Satisfaction). Employee Satisfaction Surveys can be vital in developing new policies, incentive programs and for reengineering staff. Feedback data is collected as an organizational whole and then divided by demographic (departments, locations, titles, etc) categories in the final reports.

Customer Satisfaction Survey

Customer Satisfaction Surveys are useful in gathering information from clients in order to improve overall customer satisfaction. Customers can respond to the surveys in an anonymous manner. Therefore, pertinent information can be retrieved for the purpose of improving employee to customer interface, customer related policies and any other potential customer concerns.

Team Analysis Survey

A 'true' team is a group, or team, that depends on the performance of others in the team to be successful. A 'weak link' can disrupt the success of the entire team. A Team Analysis survey can discover the effective and ineffective practices of the group (team), allowing for necessary adjustments and coaching. With the input from everyone involved, team development can be easily assessed and accurately addressed with the Team Analysis survey results.

What Type of Information Needs to be Collected?

Developing a survey of any type begins with identifying the areas of information needed to achieve the client's objective. Keeping the objective in the forefront of the entire process is imperative. Asking questions that do not pertain to achieving the objective is disruptive in the survey process. Some of the following questions are a good place to start the question development part of the process.

What practices are encouraged for people to use (organizational culture)?

What practices are important to develop within people or the organization to meet the demands of the organization?

What practices are self-defeating or destructive to the organization?

What practices are most critical for success?

Once you have identified this information, it is time to determine which practices are going to be surveyed. The next step is to identify if the standard questions will be sufficient to gather the information or if it is necessary to write custom questions for the survey. Many companies have questions used in previous surveys that may be helpful in the development of the new survey. It is important to find out the success of the previous survey and the reason(s) the client has chosen not to use the same survey again. This information will add to the success of the new survey.

A master list of categories and questions and several survey question 'templates' are available at www.ttivaa.com by selecting 'Products', 'Business Building Tools', scroll to 'OD Surveys Plus' and click the 'Click here' link. Include your client in the survey question selection. It is important to develop 'ownership' of the survey with your client. A successful survey project often depends on the client's understanding and involvement in the process.

Developing the Survey

During the development of the questionnaire it is important to keep in mind who will be taking the survey. The survey will begin with an introduction (welcome message), including the reason for taking the survey and an approximate amount of time the survey will take to complete.

Next will be the questions regarding performance or satisfaction. The ODsurveys Plus System has both single-factor analysis and a dual-factor analysis available. Single-factor means that the survey measures current performance. Dual-factor measures both current and expected performance or current performance and the importance of the practice. The performance questions will be displayed in the survey in category order. Each category may have a different rating scale according to the client specifications. Categories can be displayed or hidden in the survey. There is also an option to randomize questions; in this case the categories will not be displayed. Reports will be created in category order with the categories titles displayed.

Written comment questions and demographic questions can also be asked. The demographic questions are useful to identify specific groups and the responses gathered from those groups. The demographic questions can also be customized to meet the client's exact needs. Password protection is available for each of the demographic groups.

Before you request the survey setup, you will need to determine the following:

Survey title

Instructions

Scaled questions

Answer scales (5-point with N/A scale is used if not otherwise specified)

Written comment questions

Demographics (self, direct report, peer and supervisor will used if not otherwise specified)

A master list of questions to help you in your selection is available in an Excel document at www.ttivaa.com by selecting 'Products', 'Business Building Tools', scroll to 'OD Surveys Plus' and click the 'Click here' link.

Completing the Survey Setup Request form from www.TTlva.com

The survey request procedure is located at www.ttivaa.com by selecting 'Products', 'Business Building Tools', scroll to 'OD Surveys Plus' and click the 'Click here' link.

Complete and submit your request for the survey type you desire, or forward your questions selection, survey title, and client company name to john@ttitld.com.

Survey Proof Confirmation

TTI will send a link for the distributor to view the survey. This is the last opportunity for changes to the survey before activation. Along with the link, you will receive a proof approval form. This form can be completed by the distributor and faxed to TTI or e-mail confirmation to john@ttitld.com is accepted.

The proofing process is for corrections. Restructuring, adding of questions or deleting of questions may result in an additional administrative charge.

At this time, TTI will activate the survey and send the access information to the distributor.

Survey Progress

Survey response activity can be monitored at: <http://www.odsurveysplus.com/summary/>. When the survey administrator determines the survey should be closed (all responses have been collected), TTI should be contacted to close the survey and produce the desired reports.

Additional Information—Conducting the Survey

Conducting the survey starts with a couple of important decisions. One, who will be managing the survey? Will it be managed internally at the client's location or by the Distributor? The survey administrator will notify the respondents of the survey process information (completion date, access code/passwords, etc). The survey administrator may also be responsible for monitoring the rater totals and sending out reminder e-mail messages.

Here are a few tips in conducting a survey:

- Tell respondents how to contact the survey administrator for questions.

- Be sure to give deadlines for responses.

- Be sure to remind raters to be polite when responding to survey comment questions

- Reassure the confidentiality and anonymity of the survey!**

Instruction letters for both the manager of the survey and the respondents are imperative in order to conduct a successful survey. Sample letters are in Appendix B below.

Appendix A

Client Objective Worksheet

Type of Survey: Organizational 360 Teams Analysis

Client: _____

Client Situation: _____

What is the client's desired outcome? _____

What is the objective you would like to achieve by using this survey?

Who should complete the survey?

Please note the group(s) of people you will need to collect information from in order to meet your objective.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Appendix B **Sample Emails**

Survey Manager

In a few weeks [company or person's name] will be receiving feedback from the people who work with [him/her or the department] as part of an improvement process.

The information being collected from this survey is to help us understand the impact of current practices within the organization. The results will be strictly confidential.

It is important that you distribute the web address, survey name and survey passwords as promptly as possible in order to receive the maximum benefit from the survey. Encourage people to complete the survey within [time-frame], please note that all responses must be received by [date].

Please use the attached letter to inform the respondents of the survey and to give the instructions out.

If you have any questions, please feel free to contact me at 800 555-5555.

Sincerely,

John Doe
ABC Distributors, LLC.

Respondent Letter

One of the best ways to help a [person or company] grow, develop and to become more productive is to allow that [person or company] "see [himself/herself or itself]" through the eyes of others.

You have been selected to participate in a survey designed to gather information for improvement. The survey is completely anonymous. There is not a way to identify your individual answers. The survey will take about [time-frame] to complete.

To participate in the survey please go to www.ODsurveysPlus.com and enter in the following information:

Response Link: _____

Please complete the survey by the end of business on [date].

If you have any questions or difficulties, please contact me at 800 555-5555.

Sincerely,

Jane Doe
ABC Distributors, LLC