

MEASURING THE PULSE OF THE ENTERPRISE

Getting the most from organisational opinion/belief and culture surveys

Enterprise Pulse™ is a simple to use but incredibly versatile tool for conducting organisational surveys of various kinds on the web. Because the survey provides five different questionnaire templates, providing a high level of flexibility, the user organisation is able to utilise the survey process most applicable to their specific needs.

This two day program provides extensive training on how to most effectively utilise this on-line survey tool. In addition, a range of highly practical strategies are offered that can be adopted to optimise the overall effectiveness of the organisational survey process.

The course is highly interactive and applies a wide range of instructional methods to engage the participants. These include lectures, on-line presentations and group exercises, as well as the incorporation of real issues and challenges from the participant's own work environment.



Masuring the Pulse of the Enterprise consists of two major focuses. Firstly, we address how to set up the survey process in order to ensure it is a valuable experience for everyone involved. This is followed by training on the on-line Enterprise Pulse™ survey tool and how it can be usefully applied to meet a range of organisational needs and goals.

Specific outcomes of the program are as follows:

Setting up the survey process:

- Determining what a good survey process should look like and why it should be considered as a long term strategic organisational initiative
- Ensuring that the survey process selected fits with current and future organisational strategy
- Preparing people in the organisation to participate positively in the survey process
- Collating, analysing, presenting and acting positively on survey results

Using the Enterprise Pulse™ on-line tool:

- Enterprise Pulse™ survey design, fairness, coherence and validity issues
- The five versions of Enterprise Pulse™ and how they can be appropriately and successfully applied (Opinions/Beliefs; Quality; Customer Service; Corporate Wellness and Safety)
- Setting up the survey (including customisation where necessary)
- Survey report output variations (including demographic analysis reports)
- Successful interventions, changes and action implementation based on survey results

To book a place on our next public course:

- Phone + 61 7 5593 4350 now to reserve your place
- To pay by credit card complete the booking form and card details on the back page of this brochure and fax it to 07 5593 4377 OR
- To pay by cheque complete the booking form and post it with a cheque to the address provided

What is Enterprise Pulse™?

Enterprise Pulse™ is a carefully designed on-line survey process that allows organisations of all types and sizes to collect employee opinions in a structured way. The five separate versions of the tool are:

- **Opinions/Beliefs**
- **Quality**
- **Customer Service**
- **Corporate Wellness**
- **Safety**

Each survey works in a similar way. As an example, the structure of the Opinions/Beliefs survey is described below to provide more detail regarding the framework and the output report.

Enterprise Pulse™ has five key performance factors, each of which has two sub categories into which survey responses are grouped. The factors and sub-categories included in the Opinion/Belief survey are for example:

- **Vision/Mission**
 - Leadership Credibility
 - Quality Standards
- **Focus**
 - Clarity of Direction
 - Communication Climate
- **Encouragement**
 - Freedom to Act
 - Rewards and Recognition
- **Co-operation**
 - Team Relationships
 - Job Security
- **Empowerment**
 - Motivation and Challenge
 - Growth and Development

Enterprise Pulse™ plots the overall results of the survey on a circular profile (see example below). This shows, in progressive quadrants, the degree to which people feel that the culture and performance of the organisation is positive. Action implementation can therefore be concentrated on those areas in which the quadrant scores are the lowest.



MEASURING THE PULSE

HOW CAN ENTERPRISE PULSE™ BE UTILISED?

Enterprise Pulse™ offers a powerful and versatile diagnostic process to help teams, departments and entire organisations to collect and analyse opinions and views on current organisational performance in a flexible, yet well structured manner.

Enterprise Pulse™ is unique in organisational surveys. It provides each individual with a 12 page report that summarises their own personal scores, organised into categories and with brief interpretive notes. Employees can then use this report to compare their own answers with those generated by the organisation as a whole.

For overall survey results, Enterprise Pulse™ generates a 40 page summary report that includes detailed feedback on all categories and each individual question in the survey. In addition, the report contains aggregated free form comments (where they are offered), and a range of suggestions to help promote some follow up ideas.

Although mainly consisting of 'core' questions that remain the same for each survey, Enterprise Pulse™ also allows each organisation to generate tailored questions that may relate to short term or localised issues and where an awareness of employee opinions would be beneficial.

In addition, the survey allows up to five custom demography fields to be added to the five 'core' fields available, which are; age, length of service, gender, profession/function and ethnicity.

Although the Enterprise Pulse™ survey can be completed in paper and pencil booklet form (and entered into the computer system for feedback and reporting), it is most quickly, efficiently and cost effectively used on-line. This allows all individuals to complete the survey at work, at home or even at an Internet café. It also results in the fastest turnaround time, allowing an organisation to see overall and demographic results within days of survey input being completed.

FREE 3-ring binder for all course participants

Measuring the Pulse of the Enterprise is a 320 page, loose-leaf, 3-ring binder guide written by two of the world's leading experts in organisational assessment and performance – Paul Carey and Jon Warner. This resource binder breaks this large and often complicated process into fourteen separate but integrated sections and chapters that can be read in isolation or on a 'just-in-time' basis to support your survey process. With a retail price of **\$225**, this extremely valuable binder is provided **FREE OF CHARGE** to every course participant.



USE OF THE ENTERPRISE

SURVEYING THE ORGANISATION USING ENTERPRISE PULSE™

Organisational surveys are an extremely powerful method of collecting widespread employee opinions and views about the organisation of which they are a part, thus creating a rich 'seam' of data in order to potentially bring about positive change and performance improvement in the future. However, in order to be effective, the process needs to be properly designed and carefully managed. This course will provide you with the skills required to do this well.

DAY 1

- What is a good and bad survey process?
- Why conduct employee surveys at all?
- Integrating organisational strategy with survey design and deployment
- Survey question design and formatting
- Tailoring the survey process
- Preparing the organisation for a survey – who should do what, why and when?
- Managing the survey timing process successfully
- Collating and analysing survey data
- Presenting survey results and committing to positive action

DAY 2

- The Enterprise Pulse™ survey tool – an overview
- Enterprise Pulse™ survey design, fairness, coherence and validity
- Using the five different versions of Enterprise Pulse™
- In depth on-line demonstration of the Enterprise Pulse™ process set up and output reporting options
- Intervention strategies and action planning options for each of the Enterprise Pulse™ versions
- Building and maintaining long-term commitment to the employee survey process

Who is the workshop for?

This program is designed for individuals who want to use this extensively applied and validated on-line organisational survey process in their workplace to both tailor the data collected and speed up the overall process, resulting in more effective outcomes. Participants may include those employed in small or large organisations of all kinds who may work as human resource management staff, organisational development professionals, or senior and mid level line managers. Internal and external consultants would also find the course extremely useful.

WORKSHOP AIMS

At the completion of the 2-day workshop, participants will be able to:

- Plan and prepare management and all employees to positively and constructively participate in the survey process
- Appreciate the power and versatility of the Enterprise Pulse™ on-line tool
- Utilise the reporting capability of the Enterprise Pulse™ on-line system
- Utilise a range of analysis options within the Enterprise Pulse™ system
- Understand a range of different intervention and action strategies that can be used based on the outcomes of the survey process
- Maintain long-term commitment to the process at all levels



YES I want to register for the Measuring the Pulse of the Enterprise program. Enrol me today.

- ① Phone (+617) 5593 4350 NOW to reserve your place.
- ② Complete the Booking Form and attach your cheque (made payable to the Pacific Centre for Organisational Development).
- ③ Mail the Booking Form and cheque to: **Pacific Centre for Organisational Development, PO Box 652, Mudgeeraba, Gold Coast, Queensland 4213.**

REGISTRATION DETAILS

Fee: \$1250 + \$125 GST = \$1375 which includes comprehensive documentation, free on-line feedback profiles, lunch and refreshments. A tax invoice will be issued and fees are payable in advance.

\$125 discount: When two or more delegates from your organisation register at the same time, the fees are \$1375 (incl. GST) for the first delegate and \$1250 (incl. GST) for each additional delegate.

Save further with our in-house training: We would be pleased to run a two-day Measuring the Pulse of the Enterprise program for your staff anywhere in Australia or New Zealand. Simply phone one of our staff to discuss your specific needs on (+617) 5593 4350.

CANCELLATIONS

If you are unable to attend, a substitute delegate is very welcome. We will make a full refund (less \$100 + GST administration fee per delegate) for cancellations received in writing (letter or fax) at least 14 days prior to the course start date. Alternatively you may choose a 100% credit note for the full value of the paid registration fee to apply towards a future course. For cancellations or postponements received in writing at least seven days prior to the course we will give you a 50% credit note for

a future course. Unfortunately, no refund can be made for cancellations or postponements received less than seven days prior to the program start date or for delegates who fail to attend the course. The Pacific Centre for Organisational Development reserves the right to change the program, venue and tutors without notice. In the event that a course is cancelled, the Pacific Centre for Organisational Development's liability is limited to the return of the course fees only. Credit notes are valid for 12 months.

FUTURE DATES

Information about our training and certification workshop programs is available on our website www.OD-centre.org. Click on the Training/Certification link or download our latest brochures.

VENUE

The Pacific Centre for Organisational Development is based near Burleigh Heads on the Gold Coast. Situated a few hundred metres from the Pacific Highway and only 15 minutes by car from Coolangatta Airport (or an hour from Brisbane Airport), the centre is ideally placed for visitors and accreditation course attendees to not only gain valuable training, but also to experience the many attractions of the beautiful Gold Coast.

BOOKING FORM: Measuring the Pulse of the Enterprise (Please print clearly. Photocopy to register more than one delegate.)

First name: _____

State: _____ Postcode: _____

Surname: Mr/Ms _____

Approving Manager (print): _____

Job title: _____

Their position: _____

Organisation: _____

Method of payment: Cheque Credit Card

Phone: _____ Fax: _____

Visa Mastercard Amex Bankcard

Email: _____

Card No.

Postal address: _____

Expiry Date: _____

Name on card: _____

To confirm your registration, mail this Booking Form with your cheque, or for credit card payment fax it to (+617) 5593 4377.