



Improving Employee Satisfaction

one day seminar



Agenda

If you buy into the idea of satisfying your employees, having a robust employee survey is essential. This seminar is a practical step-by-step guide to creating an employee survey that links to your customer measures, and ultimately to business success.

Part 1: What to measure

- ▶ Employee surveys - an overview
- ▶ Principles of the Value Profit Chain
- ▶ Delivering results to employees, customers and shareholders
- ▶ The employee - customer satisfaction mirror
- ▶ Understanding what's important to employees
- ▶ Methodology and rating scales

Part 2: Sequential steps to carrying out an employee survey

- ▶ Introducing the survey to employees
- ▶ Making sure everyone is included in the process
- ▶ Confidentiality
- ▶ Maximising the response rate
- ▶ Analysing the data
- ▶ Producing actionable data
- ▶ Group exercise

Part 3: Linking employee and customer satisfaction

- ▶ Consistent methodologies
- ▶ Essential elements of employee surveys
- ▶ Quantifying the employee-customer link
- ▶ Employee measures and Balanced Scorecard

Part 4: Improving employee satisfaction

- ▶ Communicating the results
- ▶ Involving managers and employees in the way forward
- ▶ Taking action
- ▶ Taking responsibility
- ▶ Reward and recognition
- ▶ Living the values

There will be group activities throughout the day and case studies will be used

To book your place call Ruth Colleton on **01484 467000**
or email ruthcolleton@leadershipfactor.com



The Leadership Factor
Taylor Hill Mill
Huddersfield
HD4 6JA



Tel: 01484 467000
Fax: 01484 467020



Email: uk@leadershipfactor.com
Web site: www.leadershipfactor.com