

# Section II: Data Gathering for High Performance Success



## At A Glance

- ◆ Begin your journey by learning what works and doesn't work in your communication system – and the barriers that stand in your way. This input will help you learn what to focus on or improve.
- ◆ Make sure you ask the right questions in your survey activities so you get information that is most pertinent to the implementation of the 10 traits.
- ◆ Develop a process for realistically assessing the high performance qualities of your current internal communication materials.
- ◆ As you conduct your interviews and formulate your approach, strive to win the support of the management team about what you are doing and why.

## Employee Research: the search for “clues”

When you decide to go on a long automobile vacation trip, you usually sit down and do some research to learn about possible routes and get acquainted with locations to see during the day and places to stay at overnight. Such research helps you plan your journey more effectively and make the trip itself a more satisfying and effective experience.

As you embark on your journey to apply the 10 employee communication traits of high performing organizations, you need to do some research to identify strengths and weaknesses in your internal communication system. These inputs will help you better understand the needs of your managers and employees in communication and help you discover barriers that may block your path to communication success.

There are various research methods available to help you accomplish this task. They include:

- Written and online surveys
- Spot survey techniques
- Focus groups
- I-I interviews with management
- Web site utilization statistics

This Guide is not going into detail about how to conduct research – there are other good sources to help learn research techniques and formulate questions and tabulate the results.

But we will provide you with direction about the kinds of questions you should ask and the kinds of data you need to acquire to help you obtain meaningful inputs that offer clues to high performance communication issues that need to be focused on and addressed in your communication plan. Let's take a quick look at a few common survey techniques and our take on them.



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