

Case study: Exploring employee attitudes





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The aim:

Our client is a leading UK financial services company with more than 3,000 staff across the UK. The brief was first to investigate the motivating factors of several common themes arising from the annual employee survey. Then deliver back a set of practical recommendations for improvements over the short, medium and long term.

The solution:

We delivered a high-quality, tailored approach to qualitative focus group and individual interview research that supported the plans of our client's survey working group.

An Employee profiling option was also suggested at the set-up stage to provide an additional research category. We further advocated pre- and post- stakeholder interviewing to explore leadership perceptions and employee group perspectives further.

The results:

The key issues arising from the survey fell into two groups surrounding either the individual or the organisation.

A small, local team of four specialists was proposed to undertake the research work. This core team provided experience, continuity and a flexible, personable service throughout the duration of the project.

Appreciative Enquiry research methods were used in all focus group sessions to deliver valuable insights and proactive suggestions from respondents.

The results of the core focus group research were delivered by the core team via a summarised management report and accompanying feedback presentation. More than 50 improvement actions were submitted to the senior management team for consideration.

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