



# Scarlett Surveys

lead. inspire. profit.

A Westport Intl Brand

October 2017

## About us . . .

- ❖ 54 years in business
- ❖ 15 million employee engagement surveys complete
- ❖ Success grounded in research - AERT™ (Associate Engagement Research) is a true psychometric engagement metric and not a collection of employees' complaints
- ❖ Ability to map and predict engagement metrics with outside trends from other companies and industries
- ❖ Experienced in multiple industries including manufacturing, transportation, healthcare and Medicare contracting
- ❖ Customizable questionnaire and process

## Connect with us

<http://www.scarlettsurveys.com/>



<http://westportintl.com/>



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## What do you Communicate after an Employee Survey?

One of the major complaints employees have about engagement surveys is that nothing ever really changes as a result of their feedback. And even worse, sometimes they are never shown the results or even thanked for their participation. In these situations, employees can quickly become disillusioned with the process, feeling that their leaders are simply 'checking a box' on their to do list versus truly caring about their feedback.

Organizations invest time and money into conducting employee surveys. Employees invest a piece of themselves into the process by offering honest answers. The expectation from employees is that the results will be communicated and actions, if needed, will be taken. When this doesn't happen, employees will eventually give up on the process, not participate in the future, and negative opinions will quickly be formed.

From an employee's perspective, they ask themselves what happened? Did they conduct an employee survey just to check a box on their to-do list? Were the results that great? Were the results that bad that they don't know what to do? In the absence of real communication, employees will fill in the blanks with their own interpretations.

Quick and effective communication is key to employee survey success. Employees should be immediately thanked for their participation and given a date on when feedback of results are expected. Organizations need to develop and execute an effective process for sharing results and resultant actions. Completing the communication circle not only validates the process importance but also instills trust that employee's voices are being heard.

The reality is that sometimes an employee survey can provide more data than an organization knows what to do with. Analyzing and prioritizing results is critical and organizations cannot waste time and resources on actions that won't add value and drive business results. Too often, organizations can get lost in data overload and when that happens, they either take no action, or try to tackle every concern. When this happens, the process fails.

Thorough and timely communication, efficient interpretation and prioritization of results and active employee involvement in developing and executing actions are all critical components to a successful survey process. How strong is your survey process?

For more information on how Scarlett Surveys can assist you on improving your process, please contact us at telephone 864-232-2795 or email [durley.puerta@scarlettsurveys.com](mailto:durley.puerta@scarlettsurveys.com).

## Westport Intl Brands



**PinPoint Solutions**

Specializing in professional and mid- management recruiting



**Westport Intl & Westport Intl EVP**

Focused exclusively on executive level searches and employee value proposition



**Scarlett Surveys**  
lead. inspire. profit.

**Scarlett Surveys**

High-value employee engagement measurement



## About Our Brands

### Scarlett Surveys

Scarlett Surveys is known for high-value employee engagement survey products, producing real information and predictive metrics that enable you to improve your business and provide a high return on survey investment. The core of Scarlett's engagement survey is The AER Index™ - Associated Engagement Index. Composed of 15 engagement drivers, Scarlett effectively assesses employee attitudes toward these drivers allowing for easy development and implementation of improvement actions that increase engagement, build effective leadership, and increase employee economic contribution.

(<http://www.scarlettsurveys.com/>).

### Westport Intl

Westport Intl is an innovative executive search and management firm, dedicated to building enduring client relationships to strategically recruit elite leadership. An industry pioneer, Westport develops systemic best practices through leading technologies to cultivate cultural diversity, organizational upgrading, and functional excellence on clients' behalf in an ever-evolving global market. At Westport, we have designed a custom approach for our clients, working in concert with their unique corporate culture and values as well as within the context of their complex global hiring needs. As business strategists and leading search consultants, Westport Intl effectively partners with each client based on a responsive, integrated search model to minimize risk and to consistently execute innovative cost-effective solutions within accelerated timeframes.

(<http://westportintl.com/>).

### Westport Intl EVP

Westport Intl EVP was formed in 2017. This new branch of our organization will expand upon the Scarlett acquisition, providing additional consulting services through a team of experts. Our consultants bring with them a wealth of industry knowledge, working for Fortune 500 organizations and a history of developing customized solutions to the problems you face. Changing generational dynamics and the rise of the consumer candidate are complicating the war for talent even more. All organizations have an EVP and employment brand either by design or by accident. Do you know yours and is it by design or accident? Westport Intl EVP provides consulting services targeted at helping clients analyze, design and execute an integrated approach to their EVP.

(<http://westportintlevp.com/>).

### PinPoint Solutions

PinPoint Solutions is a premier contingency search firm with over 100 years of combined recruiting expertise on staff. Our combination of experience in third party recruiting firms and in directing internal staffing functions for Fortune 500 organizations gives us a unique perspective and customer orientation not typically found in our industry. We understand the complexity involved in filling a particular opening. Organizational upgrading, diversity, and international expertise are only a few of the issues that may need to be addressed in finding the right candidate. Our Executive Recruiters function as external business partners for the organizations we represent and take a search approach to Contingency.

(<http://pin-pointsolutions.com/>).

For more information on any of our brands please contact Durley Puerta by calling 864-232-2795 or emailing [Durley.Puerta@ScarlettSurveys.com](mailto:Durley.Puerta@ScarlettSurveys.com).