

- Interview Surveys -

Improving Transparency, Communication, and Performance

Executive and management teams often are shielded from knowing employees real concerns and issues, so when it comes to developing solutions to impact employee motivation and commitment, executives and managers are at a disadvantage in that they are working with assumed rather than real data. Given real data as to what employees are experiencing, executive and management teams improve the likelihood of developing meaningful solutions.

A useful method to acquire this data is through an interview survey conducted by a third party. This third party works with the executive or management team to develop a list of appropriate survey questions and then conducts interviews with individuals or groups inside the organization(s). The method allows the third party to ask those interviewed to expand upon their responses so that the specific desired information can be acquired. The interviews are confidential. Responses collected in the interviewees own words are combined and presented — non-attributed — in a report. An executive/management team dialogue is then conducted to help this group absorb the information and design a path forward.

Interview surveys can be useful:

- To discover the story behind employee satisfaction survey responses
- To discover what people *really* think and feel
- To gather important and relevant information from across multiple organizations

An interview survey:

- **Can reduce levels of emotional tension**
- **Sends a message that management cares about what employees have to say**
- **Engages individuals in being part of solutions**
- **Acquires extensive information not available through other means**



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For over 20 years, Ms. Boucher has conducted interview surveys for cyber security, construction, nuclear waste management, education, environmental remediation, and human resource programs. Laurel is a skillful, intuitive, non-judgmental listener who people find they can easily open up to and share their thoughts and experiences. Her reports are comprehensive and insightful.