

Survey Workshop Series

presented by
Dr. Frederick C. Van Bennekom of



Hands-On Workshops to Learn How to Create Successful Survey Projects

Please visit www.greatbrook.com/events.htm for our current schedule.

Surveys are an invaluable tool for researching the attitudes, feelings, concerns, and priorities held by some group. By constructing a questionnaire and collecting responses from a sample, we can draw a profile of the group as a whole. The survey findings can then support fact-based continuous improvement projects towards the goal of long-term competitive advantage. An employee survey, for example, could identify reasons for employee turnover, and provide for reducing those costs.

Surveys are commonly used to gauge customer sentiment. The findings from a **customer survey** can provide critical information about customers' expectations and future needs when creating new service and product offerings. Surveys conducted after some event can monitor the quality of service delivery and product performance from the customers' viewpoint and identify those customers in need of service recovery actions. The techniques for managing a survey program and developing a valid instrument are common across all areas.

However, a survey program is only valuable if the surveying effort is properly designed and executed. While performing a survey seems deceptively simple – it's just a bunch of questions and web tools make it quick and cheap – a small mistake in the survey instrument or survey administration can skew or bias the data, leading to erroneous conclusions.

Bad data is worse than no data!

Who should attend the workshops? The **Survey Design Workshop & Survey Data Analysis Workshop** provide its students the background, knowledge, tools, and critical thinking skills to build a successful survey program from start to finish. These are not workshops about why surveys should be done. Rather, the workshops teach step-by-step how to conduct survey programs. Dr. Fred teaches the tools and techniques for each step in a surveying process, and he identifies the questions that need to be asked – and answered – at every stage, questions the untrained would not think to ask. **Immediate feedback** is also provided on attendees' survey instruments *through a group critique of instruments brought to the class!*

The workshops are a two-day and one-day event, respectively, with combined pricing available. See the website address below for links to each of our workshops where you will find detailed information, including prices & discount information for early registration and for work colleagues of those who have previously attended this workshop. Workshop pricing includes workshop materials, lunch, and a copy of Dr. Fred's book, *Customer Surveying: A Guidebook for Service Managers..* **Please note: We just introduced a webinar format!**

"Dr. Fred is a most engaging professional speaker. He has the unique ability to make scientific formula, analysis and survey instrument design appealing and understandable to the science challenged. The novice survey designer can learn to produce effective survey instruments under Dr. Fred's tutelage. The big mystery becomes how he makes the learning process of such dry material so fun & easy. Dr. Fred gently tickles the funny bone while he educates. He is truly a master survey design instructor and a pleasure to study under. Bravo!"

Valerie Railey, US Courts
Librarian, San Diego

**For more information about our classes,
go to www.greatbrook.com/survey_training.htm
or call 877-GreatBr (877-473-2827).**

Survey Design Workshop Curriculum

Day
1

Survey Project Management

- ◆ Definition of a scientific survey and key terminology
- ◆ Types of surveys: periodic (relationship), transaction-driven, one-time ad-hoc
- ◆ Key stages of a survey project and requirements of the project manager

Design of the Questionnaire Instrument

- ◆ Types of questions: demographic, attitudinal, and service attributes
- ◆ How to identify aspects of the business process to measure through the survey: use of focus groups, interviews, and other research techniques
- ◆ Critical issues in the design of a valid questionnaire: identifying common errors in question construction and sequencing that lead to bias
- ◆ Elements of a questionnaire: introductions, instructions, section headings, and closings
- ◆ Review of and effective use of various question formats – multiple choice, ordinal, interval and ratio
- ◆ Creating interval scales and anchor selection
- ◆ Tips for generating actionable data and measuring importance
- ◆ **Critiques of attendees' survey instruments by the group**

Day
2

Administration of the Survey Instrument

- ◆ Comparing the advantages and disadvantages of various administration methods: telephone, IVR, postal mail, email, and web form
- ◆ Response rate requirements for statistically valid results
- ◆ Selection of the survey sample; review of techniques
- ◆ Increasing response rates and minimizing non-response bias
- ◆ Specific issues and concerns for telephone and web form administration methods

"Fred's Workshop should be attended by anyone who does any type of surveying, whether it be for customers or employees. From his workshop, I learned how to design a survey and test the questions! He even gave tips about how to design the report for the collected data. There is more to it than just drafting a set of questions and flying with it! There is much thought and planning involved and before I attended this workshop, I had no clue what course of action to take in order to complete a survey project.

Debbie Charrette, Soft Computer, Tampa, FL

Survey Design Workshop Curriculum

Day
3

Analysis of the Survey Data and Presentation of the Results

- ◆ What to do before you start analysis: setting up the spreadsheet and data cleansing
- ◆ Options for analyzing the data
- ◆ Generating descriptive statistics using Excel
- ◆ Testing whether results across groups are really different
- ◆ Advanced statistical analysis options with specific treatment of regression analysis
- ◆ Ideas for organizing the data and management report for maximum effect
- ◆ Analysis of attendees' survey data sets

Experiential exercises are used throughout the workshop to provide the attendees with actionable learning that can be immediately applied back in the workplace.

For information on event venues and future scheduled workshops, go to www.greatbrook.com/events.htm or call 877-GreatBrook.