

ODsurveys Plus[®]



Distributor's Guide

Where to begin with ODSurveys Plus®

TTI's ODSurveys Plus is a hands-off approach for distributors to implement Organizational Development surveys into their business. Through ODSurveys Plus, TTI offers 360, Organizational and T.E.A.M.S. Surveys. TTI handles the survey setup and report generation, therefore creating less administration for distributors. There are particular steps to successfully develop and deploy an ODSurvey Plus survey.

- Step One: Determine the Client Objective and what type of survey to run.
- Step Two: Determine what type of information needs to be gathered to help with question selection.
- Step Three: Develop the Survey ([refer to http://www.ttied.com](http://www.ttied.com) for more information)
Decide which survey type (360, TEAMS, etc)
Decide the survey title
Select the survey scaled questions
Select the survey comment questions
Decide the demographic groups
- Step Four: Complete the on-line Survey Setup Request on www.ttied.com
- Step Five: Receive a survey proof from TTI via email and make any corrections.
- Step Six: Send Proof Approval form to TTI via fax.
- Step Seven: TTI will publish and activate the survey and send you survey access information (passwords) and instructions for checking respondent totals.
- Step Eight: Close survey and receive reports from TTI via email.

Each of the above steps will be explained in detail in the pages to follow.

Identifying the Client's Objective

The first step to running a successful survey is to identify the objective the client wants to achieve. To do this, you, the Distributor, must first understand the following:

- What is the business purpose of the client company?
- What does the client company feel is the problem?
- What instances can the client company use to illustrate the problem?
- What is the end result the client company would like to achieve?
- What objective would the client company like to achieve from the survey itself?

The objective of the survey has to be very clear and defined. The wider the scope of the objective, the more difficult it will be to collect meaningful data. The objective must be kept in the forefront with every decision about the survey. A client objective worksheet and more ODSurveys Plus information is available to you on www.ttied.com under "Product Information/ODSurveys Plus/ODsurveys Plus Learning Center" and in Appendix A in this document.

What Type of Survey is Needed?

Once the client's objective has been identified, it is time to determine the people and areas of performance that will be surveyed. Identifying this will give information needed to determine what type of survey needs to be developed; 360-Degree Feedback, Organizational, Employee Satisfaction, Customer Satisfaction, Market Survey or T.E.A.M.S.™ (Teams Evolving and Mastering Success). The clearer the objective, the easier this process will be.

360-Degree Feedback Survey

A 360 survey involves a participant and raters. The participant is the subject of the survey. They are rated or evaluated in the survey typically by a Boss or Supervisor, Peers, Direct Reports, Customers and they even can rate themselves. This type of survey is designed to provide constructive feedback to the participant. The feedback provided allows the participant to develop his/her own development plan by focusing on certain areas of weakness.

Organizational Survey

An Organizational Survey can be used in different ways. In essence it can be a "360" on the entire organization. This type of survey would collect general performance data from a variety, if not all, areas of the organization. An Organizational Survey can be on a department, region, management level or the organization as a whole. Data can be collected as an organizational whole and then divided by demographical categories.

Employee Satisfaction Survey

Employee Satisfaction Surveys are designed to gather information from employees within an organization to improve productivity, employee satisfaction and morale. Employee Satisfaction Surveys can be vital in developing new policies, incentive programs and for reengineering staff.

Customer Satisfaction Survey

Customer Satisfaction Surveys are useful in gathering information from clients in order to improve overall customer satisfaction. Customers can respond to the surveys in an anonymous manner. Therefore, pertinent information can be retrieved for the purpose of improving employee to customer interface, customer related policies and any other potential customer concerns.

T.E.A.M.S.™ (Teams Evolving and Mastering Success)

T.E.A.M.S. Stands for Teams Evolving and Mastering Success. A T.E.A.M.S. survey can discover the effective and ineffective practices of the group, allowing for necessary adjustments and coaching. With the input from everyone involved, team development can be easily assessed and accurately addressed with T.E.A.M.S. survey results. A T.E.A.M.S. survey will ensure the organization has Teams Evolving And Mastering Success.

What Type of Information Needs to be Collected?

Developing a survey of any type begins with identifying the areas of information needed to achieve the client's objective. Keeping the objective in the forefront of the entire process is imperative. Asking questions that do not pertain to achieving the objective is disruptive in the survey process. Some of the following questions are a good place to start the question development part of the process.

What practices are encouraged for people to use?

What practices are important to develop within people or the organization to meet the demands of the organization?

What practices are self-defeating or destructive to the organization?

What practices are most critical for success?

Once you have identified this information, it is time to determine which practices are going to be surveyed. The next step is to identify if the standard questions will be sufficient to gather the information or if it is necessary to write custom questions for the survey. Many companies have questions used in previous surveys that may be helpful in the development of the new survey. It is important to find out the success of the previous survey and the reason(s) the client has chosen not to use the same survey again. This information will add to the success of the new survey.

A master list of categories and descriptions and a list of questions for usage with a client is available on www.ttied.com under "Product Information/ODSurveys Plus".

Developing the Survey

During the development of the questionnaire it is important to keep in mind who will be taking the survey. The survey will begin with an introduction, including the reason for taking the survey and an approximate amount of time the survey will take to complete.

Next, will be the questions regarding performance or satisfaction. The ODSurveys Plus System has both single-factor analysis and a dual-factor analysis available. Single-factor means that the survey measures current performance. Dual-factor measures both current and expected performance or current performance and the importance of the practice. The performance questions will be asked by categories. Each category may have a different rating scale according to the client specifications. Categories can be displayed or hidden. There is also an option to randomize questions; in this case the categories will not be displayed. Reports will still be in category order with the categories displayed.

Written comment questions and demographic questions can also be asked. The demographic questions are useful to identify specific groups and the responses gathered from those groups. The demographic questions can also be customized to meet the client's exact needs. Password protection is available by demographics.

Before you request the survey setup, you will need to determine the following:

Survey title

Instructions

Scaled questions

Answer scales (5-point scale is used if not otherwise specified)

Written comment questions

Demographics (self, direct report, peer, supervisor, boss, customer, other, will used if not otherwise specified)

A master list of questions to help you in your selection is available in an Excel document on

www.ttied.com

(Product Information > ODSurveys Plus).

Completing the Survey Setup Request form on www.TTled.com

The survey request procedure is located on www.ttied.com under “Product Information/ODSurveys Plus”. Complete and submit your request for the survey type you desire.

Confirmation and Quotation

TTI will send a link for the distributor to view the survey. This is the last opportunity for changes to the survey before activation. Along with the link, you will receive a proof approval form. This form will need to be completed by the distributor and faxed to TTI.

The proofing process is for corrections. Restructuring, adding of questions or deleting of questions may result in an administrative charge.

At this time, TTI will activate the survey and send the access information to the distributor.

Survey Progress

Survey response activity can be monitored at: <http://www.odsurveysplus.com/summary/>. When the survey administrator determines the survey should be closed (all responses have been collected), TTI should be contacted to close the survey and produce the desired reports.

Additional Information—Conducting the Survey

Conducting the survey starts with a couple of important decisions. One, who will be managing the survey? Will it be managed internally at the client's location, by the Distributor or by a third party? The second decision to be made is who will notify the respondents of the survey information? Meaning, who will send out the survey name information and access information.

Here are a few tips in conducting a survey:

- Address messages to individuals whenever possible.

- Provide the web address as a link in the email.

- Tell respondents how to contact the manager of the survey for questions.

- Be sure to give deadlines for responses.

- Be sure to notify the respondents if, and how, they will be informed about the feedback and improvement plans.

- Reassure the confidentiality of the survey!**

Instruction letters for both the manager of the survey and the respondents are imperative in order to conduct a successful survey. Sample letters are in Appendix B below.

At this time, the Distributor needs to notify the survey manager that no more responses will be accepted. If a client wishes to reopen a survey for additional responses, this can be accomplished by contacting TTI.

Appendix A

Client Objective Worksheet

Type of Survey: Organizational 360 T.E.A.M.S.

Client: _____

Client Situation: _____

What is the client's desired outcome? _____

What is the objective you would like to achieve by using an Organizational Development Survey? _____

Who should complete the survey?

Please note the group(s) of people you will need to collect information from in order to meet your objective.

_____	_____
_____	_____
_____	_____
_____	_____

Appendix B

Sample Emails

Survey Manager

In a few weeks [company or person's name] will be receiving feedback from the people who work with [him/her or the department] as part of an improvement process.

The information being collected from this survey is to help us understand the impact of current practices within the organization. The results will be strictly confidential.

It is important that you distribute the web address, survey name and survey passwords as promptly as possible in order to receive the maximum benefit from the survey. Encourage people to complete the survey within [time-frame], please note that all responses must be received by [date].

Please use the attached letter to inform the respondents of the survey and to give the instructions out.

If you have any questions, please feel free to contact me at 800 555-5555.

Sincerely,
John Doe
ABC Distributors, LLC.

Respondent Letter

One of the best ways to help a [person or company] grow, develop and to become more productive is to allow that [person or company] "see [himself/herself or itself]" through the eyes of others.

You have been selected to participate in a survey designed to gather information for improvement. The survey is completely anonymous. There is not a way to identify your individual answers. The survey will take about [time-frame] to complete.

To participate in the survey please go to www.ODsurveysPlus.com and enter in the following information:

Response Link: _____

Please complete the survey by the end of business on [date].
If you have any questions or difficulties, please contact me at 800 555-5555.

Sincerely,
Jane Doe
ABC Distributors, LLC