

Listening Posts Offer Insights

Opportunities for learning are everywhere – if you know where to look

Employees are a key source of information. In addition to traditional employee surveys, Burke uses a variety of other means to help organizations gather meaningful insights and important feedback.

"The ear of the leader must ring with the voices of the people."
— Woodrow Wilson

"The greatest compliment that was ever paid me was when one asked me what I thought, and attended to my answer."
— Henry David Thoreau

Non-traditional Organizational Surveys

Burke can help you create targeted surveys to address specific organizational needs.

- Surveys can be done periodically such as quarterly to track key perceptions over time as well as receive comments on 'hot' topics or a "question of the month"
- Surveys that covers only specific topics of interest – usually a one-theme survey
- Surveys can be very short, just a few questions, to get immediate feedback as needed
- Burke's online data collection platform is optimized for web participation as well as SmartPhone and Tablet PC participation.

Chat Sessions (Focus Groups) - Live and On-line

Traditional, in person, focus groups as well as virtual chat rooms and online bulletin boards can be used to delve into issues with employees. Burke facilitators are trained to create safe environments and ask probing questions to better understand and find solutions for organizational challenges.

Exit, Stay, New Hire and Turned-Down Interviews

By talking to employees at various phases of the employee life cycle, an organization can learn a great deal that can contribute to increased employee retention:

- Exit interviews – find out why employees are leaving and. Identify differences in reasons based on organizational group/level, gender, age, performance level, etc.
- Stay interviews – learn more about why employees choose to stay with the organization and use that information to build and enhance programs that support retention
- New Hire interviews – find out how successful your recruiting/hiring/onboarding processes are working for recent hires.
- Turned Down interviews – find out why those who are offered employment choose not to join the organization



For more information:
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Employee as Customer

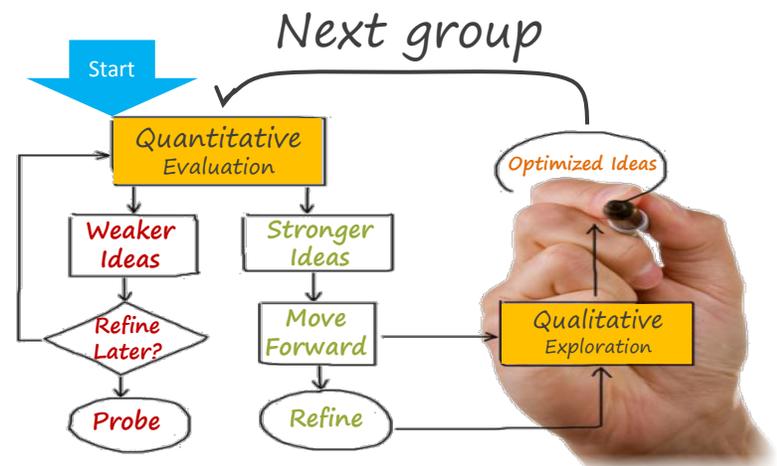
In organizations that sell their products & services to the public, it's informative to know the customer perspective – from an employee/customer perspective. First, are they a customer or not, and why? If they are, what do they think about the Brand, Marketing Strategy, Product Quality, Customer Supports, and other factors they experience as customer. They can provide direct and valuable insights, especially the front-line employee, that are often overlooked or missed completely. If you don't please your employees, why is it a surprise you struggle with customers. Remember, employees can be your strongest advocates....or not!

Accelerated Learning

Accelerated Learning Labs® are a new learning methodology that allows our clients to bring both the "what" and the "why" together in one initiative. Cross-functional teams gather for a couple of days and test new ideas with live employee inputs. We start with traditional quantitative evaluative questions and then probe qualitatively to learn more. Our labs can both maximize learning and team decision making, but also collapse 2 to 3 research steps together optimizing spend.

Continuous 360 Feedback

- Burke's continuous feedback tool allows employees and managers to recognize contributions and document performance on an on-going basis. Instant feedback, as opposed to limiting feedback to an annual event, makes employees feel valued by reinforcing behavior. This information can later be tied into the annual performance review.



Why Burke?

Our approach:

- Is based on what drives **Business Success**
- Focuses on **Integrating** and **Synthesizing** information important to employees, customers, and your business
- Includes a **Gap Analysis** that identifies supports and obstacles within your organization.

The more insights an organization has, the stronger their ability to make informed decisions.

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