



Designing and Using Organizational Surveys: A Seven-Step Process

Allan H. Church, Janine Wacławski

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The survey process is a highly complex and situationally dependent one, in need of careful management. If poorly designed and administered, surveys can create disappointment and even disaster. Little has been written so far for those responsible for designing and implementing surveys in organizations. These authors have drawn on their extensive consulting experience to develop a concise, pragmatic, seven-step model covering the entire process, from initiation, to final evaluation, to making the results meaningful to the future of the organization. They pay special attention to the political and human sensitivities concerned and show how to overcome the many potential barriers to a successful outcome.

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