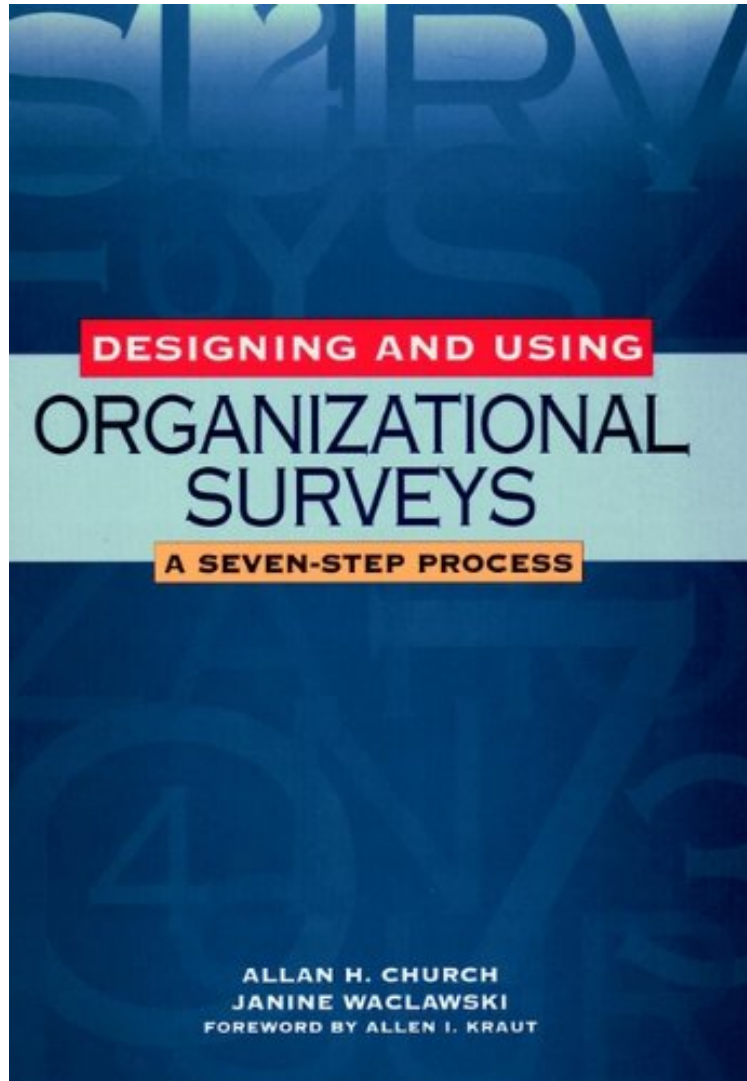


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## Designing and Using Organizational Surveys: A Seven-Step Process

*Allan H. Church, Janine Waclawski*  
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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.

"In my view, this book is simply the best, A to Z resource for organizational survey and assessment practitioners available. . . . A fresh and lucid perspective that inextricably links theory and practice. Comprehensive and practical, the seven-step process approach provides a closed-loop blueprint for designing and implementing organizational surveys that work!" (Salvatore V. Falletta, manager, global HR research, Intel Corporation) "The many tools that Church and Waclawski offer alone make this book a treasure chest. . . . A considerable array of figures, examples, and samples that are helpful to the experienced and inexperienced practitioner (and consultant), including sample scripts and content for communications and focus groups." (David W. Bracken, partner, Mercer Delta Counseling, LLC) "A great primer on organizational surveys. Church and Waclawski integrate into their approach to surveying both the science of the field and the art of practice in dynamic organizations. . . . Will provide valuable discussions among even the most seasoned professionals as well as insight for those just starting out in the field." (Karen B. Paul, manager, HR Measurement Systems)From the Inside FlapWhile many books have been written about survey research methods, few have been designed to provide the organizational practitioner with a clear, concise, and pragmatic working guide on how to go about actually doing a survey-until now. Designing and Using Organizational Surveys offers a hands-on, seven-step process to guide professionals in human resource development, organization development, industrial-organizational psychology, training and development, and other related fields on how to conduct a successful organizational survey. Using a careful, reader-friendly approach illustrated with real-life examples from large-scale survey efforts, Allan H. Church and Janine Waclawski cover all of the critical decisions that must be made in order to conduct an effective survey. The authors review the major issues to be confronted at each stage of the process, examine the options, and suggest the appropriate action to take. They show how to put together a quality survey questionnaire, administer the survey, process and interpret the results, report the findings to the organization, and translate the newly acquired information into meaningful action. And they include practical checklists at the end of each chapter, information about technology application, approaches to action planning, and sensitive coverage of the inevitable political and human issues that arise throughout the process.From the Back CoverDesigning and Using Organizational Surveys provides organizational practitioners with a clear and practical working guide to designing and implementing successful organizational surveys. Drawing on their extensive consulting experience, authors Allan H. Church and Janine Waclawski present a concise seven-step model that covers the entire survey process from its conception to evaluation and-perhaps more importantly-to making the results meaningful and achievable for the future of the organization. Their highly pragmatic approach pays special attention to the political and human sensitivities inherent in the process and clearly shows how to overcome the many potential barriers to conducting a successful survey. "In my view, this book is simply the best, A to Z resource for organizational survey and assessment practitioners available. . . . A fresh and lucid perspective that inextricably links theory and practice. Comprehensive and practical, the seven-step process approach provides a closed-loop blueprint for designing and implementing organizational surveys that work!"mdash;Salvatore V. Falletta, manager, global HR research, Intel Corporation "The many tools that Church and Waclawski offer alone make this book a treasure chest. . . . A considerable array of figures, examples, and samples that are helpful to the experienced and inexperienced practitioner (and consultant), including sample scripts and content for communications and focus groups."mdash;David W. Bracken, partner, Mercer Delta Counseling, LLC "A great primer on organizational surveys. Church and Waclawski integrate into their approach to surveying both the science of the field and the art of practice in dynamic organizations. . . . Will provide valuable discussions among even the most seasoned professionals as well as insight for those just starting out in the field."mdash;Karen B. Paul, manager, HR Measurement Systems