

Insight for action:

how to use employee surveys to
make a difference to **your** business

How to register

Please fill in the enclosed fax back form
or for more information,
call Gill Betteridge on 020 7856 7276
or email gill_betteridge@haygroup.com

The cost per delegate is £60 + VAT

Date

Wednesday 2nd March 2005

Time

9am - 2pm

Location

The Lanesborough, Hyde Park Corner, London



The link between employee engagement and business performance is well-known. Committed and engaged employees have a positive impact on business performance. Not only is it intuitive, it can be statistically proven.

But - although most HR and line managers know this - the question of how to act on employee survey data is much harder to answer. This is the business challenge; creating a useful tool to transform information into action.

It is time to take a step forward in employee surveys. They are no longer just HR department attitude audits. The best companies use surveys as line manager business tools to help achieve sustainable performance.

By attending the Insight for action day, you will gain three things:

- an understanding of how top companies use surveys as a business tool to create real change
- the key factors in getting a survey to line managers... and then getting them to use it
- an opportunity to network with senior HR professionals who are addressing the same issues as you

You will also get the chance to ask questions of expert Hay Group consultants to help you resolve your survey challenges.

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The agenda

The seminar will start at 9:00am and close at 2:00pm. There will be two speakers and two round table sessions as follows:

The speakers

Alan Little, Director of Hay Group's Organisational Effectiveness Practice
How surveys contribute to effective organisations

Alan will share Hay Group's new thinking on what makes an effective organisation. He will draw on our employee survey work with some of the world's top companies and demonstrate how those organisations have increased clarity and accountability as a result of effective survey implementation programmes.

Russell Jones, Group HR Manager, Vodafone
Creating a global survey tool: results into action

Russell will talk about Vodafone's global journey to become one brand across all of its markets. A key part of this journey was the development of their first ever global survey, successfully implemented with stakeholder consultation. Now the survey is being developed into a key business tool and metric to measure the performance of line managers in 17 countries around the world.

Round table sessions

Your opportunity to network with fellow HR professionals on the following topics. Please mark your two preferred choices on the enclosed fax back form.

1. Generic engagement models. Do they work, or is every company different?
2. Internal and external benchmarking. What do I need?
3. Response rates. What is a good response rate on my survey. How can I improve it?
4. Internal communication as part of the survey process.
5. Action planning and tracking.
6. Using indices. Can you capture engagement in one figure?
7. Using survey results as a manager KPI or as part of bonus plan design.
8. Should we publish survey results on our website?
9. Sharing results: top-down or bottom-up?

We will try to ensure everybody gets his or her first choice, subject to demand. If there is another topic you would like to see covered, please let us know. Full details of how to register are outlined on the back page.

We hope that you can join us for what is sure to be an interesting and insightful day.