



Designing and Using Organizational Surveys

Allan H. Church, Janine Waclawski

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Organizational surveys are widely recognized as a powerful tool for measuring and improving employee commitment. If poorly designed and administered, however, they can create disappointment and cynicism. There are many excellent books on sampling methodology and statistical analysis, but little has been written so far for those responsible for designing and implementing surveys in organizations. Now Allan H Church and Janine Waclawski have drawn on their extensive experience in this field to develop a seven-step model covering the entire process, from initiation to final evaluation. They explain in detail how to devise and administer different types of organizational surveys, leading the reader systematically through the various stages involved. Their text is supported throughout by examples, specimen documentation, work sheets and case studies from a variety of organizational settings. They pay particular attention to the political and human sensitivities concerned and show how to surmount the many potential barriers to a successful outcome. Designing and Using Organizational Surveys is a highly practical guide to one of the most effective methods available for organizational diagnosis and change.

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