

Attitude and opinion drive behavior. That's why it's important to have a mechanism for measuring and describing employee opinions on the wide spectrum of issues that affect performance. Even before a training needs analysis is conducted, strategic employee polling can expose the best strategic direction for organization change and development. The authors, Bruce Tulgan & Jeff Coombs, are founders and managing principals of RainmakerThinking, Inc., a survey research, training, and consulting firm with its origins in the political polling and consulting arena. They bring a wealth of the most sophisticated survey techniques to provide this practical tool kit style book to the training and OD practitioner. The authors walk you through a simple 7 step polling process from beginning to end. Step 1: Clarify exactly what you want to learn; about whom; to guide what actions Step 2: Get your arms around the universe of potential respondents Step 3: Decide which issues to probe Step 4: Create the questionnaire Step 5: Implement the poll Step 6: Crunch the numbers Step 7: Analyze the data: Figure out what it all means

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