

Creating and Sharing the Final Report

Before You Begin a Project...

- Have a defined project goal.
- Have clearly defined learning objectives.
- Prepare actions to take/not take based on results.



Ex. Employee Benefit Survey

1. Are benefits and resources accessible to employees?
2. Are employees satisfied with 2014 benefits?
3. Are employees affected negatively by the additional out-of-pocket costs?
4. What new benefits should be offered to employees in 2015?

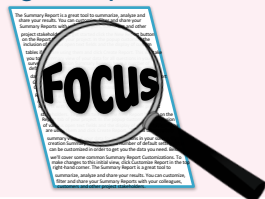
Run Preliminary Reports

- Run an individual report for each learning objective
- Highlight data collected as they relate to future actions
- Review the actions that will be taken based on results



Focus Preliminary Reports on Objectives

- Did you get your questions answered?
- Is the data in the format you expected?
- Are you seeing anticipated data trends?



Dig in and Analyze Data

- Data Analysis Tools
 - Run Filtered Reports
 - TURF reports
 - Segmentation
 - Open Text Analysis
 - Quote Responses
 - Cross Tab
 - Comparison



Identify Unexpected Trends in Data

- Directional data
 - Data that isn't significantly sound
 - Still interesting, adds value
- Shows what audience is saying, thinking, feeling
- But you cannot use statistics to back up



Create the Final Report

1. Write a Report Summary

Include:

- The ultimate goal of the survey
- Who was surveyed
- The response rates
- Highlights of the data



2. Include a Mini-Report for each Objective

- Add additional data analyses performed
- Include recommended actions to take based on results



3. Include Interesting and Unexpected Trends

- Findings are good to know, not need-to-know
- Data add value to the report
- May lead to future survey projects

4. Add Concluding Statements

- Recap what actions will be taken/not taken based on findings
- Provide a time table for actions

Share the Final Report

How will you share?

- Email
- Embed on website
- Print PDF
- Present with PowerPoint

