

Case study

Client: Association of British Insurers (ABI)

Project: Staff surveys

Dates: August 2005 and July 2006

Carried out by: Peter Hyde

Requirement

ABI, under its new Director General, wanted to have a systematic measurement of staff views about a range of issues (strategy, teamwork and communications, culture, HR issues, etc.) and a measurement of overall satisfaction across a number of dimensions. It also wanted to be able to track these measurements across time and to be able to assess the impact of new initiatives and changes. Peter Hyde Management Consulting was commissioned to conduct the first two of what are expected to be annual staff surveys.

What we did

We developed a questionnaire in conjunction with ABI's Senior Management Team, delivered it online to staff and reported on the findings. The questionnaire contained background information on respondents, questions on a range of issues and a number of satisfaction scales; there were also open-ended questions to allow individuals to amplify their answers or raise issues of concern. We also produced reports for each individual department.

Outcomes

The surveys have provided a baseline measurement of staff views and allowed changes in views to be tracked. They have identified a number of issues which the Senior Management Team have begun to tackle.