



Organizational Climate Surveys

Organizations have been conducting climate surveys for decades. Such surveys were probably the first computer-based multi-source feedback tools. They ask people throughout the organization to answer questions that address issues about its climate and culture – such as information systems, management support, and work processes and procedures. These surveys can inform the decisions of the leaders who are trying to make the organization stronger.

HOW TO SET UP 20/20 INSIGHT GOLD

20/20 Insight GOLD was designed to give the best possible multi-source developmental feedback to individuals. It is not optimized to function as a full-service organization climate survey. For example, it doesn't collect demographic information, which is often used to analyze organizational information. However, 20/20 is flexible enough to be configured to gather useful climate survey data – at a tiny fraction of the usual cost. And you can use MS Access to export the 20/20 data into other statistical packages to perform additional manipulation and reporting.

Here's how to set up a climate survey project:

Subject. The subject is not an individual, but the organization itself or a sub-element of it.

Number of projects. The simplest method is to set up a single project that includes all respondents. For large organizations you may want to set up separate projects for different divisions or regions. In each project, the subject is the same – the organization or a sub-element of it. After data are collected, you can combine any number of projects using the Advanced Report feature, which will consolidate the data.

Respondent relationship types. How does the organization want responses broken out? What clusters of employees are most revealing? Some common relationship break-outs are listed below.

- Employee level (vice president, manager, supervisor, employee, etc.)
- Employee position (engineer, administrative assistant, payroll clerk, etc.)
- Department (Engineering, Accounting, Human Resources, etc.)
- Demographic information - only one (male/female, length of service, etc.)

Surveys. The Survey Library contains a survey called "Organizational Climate." Review the categories and items to determine which are the most important to your organization. Add, deselect, and revise items until they are designed to satisfy the needs of your stakeholders.

Open-ended questions. To get specific employee input, consider including a few open-ended questions:

- What is [name of organization]'s greatest strength?
- What should [name of organization] work harder to improve?
- If you could change one thing about [name of organization], what would it be?

Scales. The most commonly used scale for this type of project is "Agreement." Review the items to be included to ensure that this scale is best for your survey.