



# There is no “I” in Surveys

# Agenda

- Introductions
- Pointing Fingers
- How Things Go Wrong
  - Vendors
  - Participants
- How Things Go Right
  - Vendors
  - Participants
- Closing Statements
- Questions

## ■ Ken Cardinal

- Managing Director
- Pearl Meyer & Partners, New Jersey
- MBA, M.A., B.A.
- Intel, Dialogic, Digital, Brandeis University, GM
- Took up playing guitar at age: (now – almost 2 years)



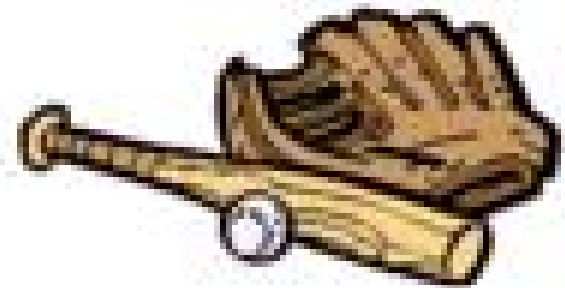
## ▪ Patrice Daprino

- Senior Program Manager, Compensation
- IBM – Armonk, New York
- B.A.
- Big Blue
- Son just started driving(eek!)



## Steve Treder

- Vice President
- Western Management Group, California/France
- M.A. Stanford, B.S. Santa Clara
- WW Sales Comp Manager, Hewlett-Packard
- Baseball writer for *The Hardball Times*



## ▪ Drive Vendors Crazy

1. Clients that don't pay
2. Late submissions
3. Incomplete submissions
4. Failing to respond to emails & voicemails
5. Participants with vendor on speed dial

## ▪ Drive Participants Crazy

1. Websites/online tools that don't permit distribution/sharing with others for assistance
2. Unresponsiveness of vendor
3. Spam
4. Survey doesn't publish when promised (or ever)
5. Survey process needlessly complex/time-consuming

## Participant: Common Mistakes

1. Failure to read instructions
2. Data submitted in incorrect format
3. Make modifications to the data submission form
4. Failure to meet deadline(s)
5. Provide incomplete data
6. Fail to submit data for jobs they do match
7. Inconsistent / Incorrect job matching
8. Ignore follow-up questions
9. Changes in personnel - - without a good handoff
10. Provide duplicate records (or almost duplicate!)

## ▪ Vendor: Common Mistakes

1. Unclear instructions
2. Request data that is difficult/impossible to supply
3. Difficult data collection tools (inability to download; share with others)
4. Provide vague/confusing job descriptions
5. Level guide inconsistencies
6. Set unreasonable timetables
7. Lack of job matching webinars / meetings
8. Lose track of the participating organization (turnover, m&a, etc.)
9. Publish late
10. Unknowledgeable staff

## ▪ Vendor “Can-Do’s”

1. Focus attention on job matching; offer job match webinars/meetings
2. Solicit input/feedback from participants, and listen to it
3. Provide complete, clear, easy-to-read instructions
4. Allow sufficient time for data gathering and submission
5. Make it a requirement to report all incumbents
6. Streamline data collection process
7. Provide user friendly data collection tools
8. Keep the data elements as simple as possible
9. Keep your staff happy, trained and engaged
10. Follow accepted statistical practices

## Participant “Can Do’s”

1. Commit to the survey long-term, not one year in, next year out
2. Know your organization and your jobs
3. Attend and actively participate in job matching sessions
4. Match benchmarks and levels properly and consistently
5. Read instructions before submitting data
6. Edit data prior to submission
7. Respond to questions from vendor
8. Submit on time
9. Get to know fellow participants / discuss survey issues with them
10. Hand the project to the new person with substantial oversight