

D&A

Dersa&Associates

Employee Satisfaction Report
December 2010



Prepared by Zarca Interactive

A satisfied employee is a productive employee and therefore crucial to the success of any company.

In order to assess the level of engagement of their 207 employees, Dersa & Associates launched a comprehensive Employee Satisfaction Survey. Results reveal that most employees would leave their current position if they could find an attractive offer elsewhere, strongly indicating that the company needs to address employee satisfaction on a much more regular basis. The survey also indicated that most employees feel fairly neutral about company characteristics, such as Personal Work Experience, Company Values and Employee Dedication.

Dersa & Associates is now committed to improving employee satisfaction by increasing communication with their employees and making strategic changes in its corporate culture.

Dersa & Associates created, deployed and analyzed data for this Employee Satisfaction Survey in partnership with Zarca Interactive, a leader in online survey software.



Dersa & Associates

SAMPLE REPORT DISCLAIMER:

This Dersa & Associates Employee Satisfaction Report is a sample and therefore not all-inclusive in its coverage. Your company's Employee Satisfaction Report will be customized to meet your unique needs and will comprehensively analyze your goals and concerns.

This report remains the property of Zarca Interactive and any effort to use this report as an actual or factual appraisal is not permitted.

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INTRODUCTION

Survey Purpose

Dersa & Associates conducted a survey of its entire staff with the purpose of gauging employee satisfaction. There had been some stirrings in the company about satisfaction levels, opportunities for improvement and a lack of corporate efficiency. The purpose of the survey was to:

- Identify job satisfaction levels
- Measure employee perceptions of the work environment
- Identify areas of strength and opportunities for improvement

As more employees came on board, Dersa & Associates wanted to assess satisfaction levels throughout the entire company, by gathering information about employee satisfaction in four main areas:

1. Overall Satisfaction
2. Personal Work Experience
3. Company Values
4. Employee Dedication

This survey allowed all employees to express their opinions in a comprehensive, multi-layered questionnaire.

Methodology

The Dersa & Associates Employee Satisfaction Survey was distributed online through Zarca Interactive, an online survey software company. The survey was live and fully accessible between October 1 and December 15, 2010. Employees were notified of the survey in advance by email from CEO Michael Durban, as well as in a letter mailed to their homes.

Many comprehensive survey techniques were utilized, including Pre-Population and Advanced Branching, as a way to increase the participation rate.

This report concludes the first phase of the survey project. Subsequent actions will be determined by crew managers and their staff.

Response Rate

The overall response rate was 60% (111 out of 207 total employees). The sample is large enough to provide an accurate representation of Dersa & Associates as a whole. The responses and analysis below have been extracted from actual survey data.

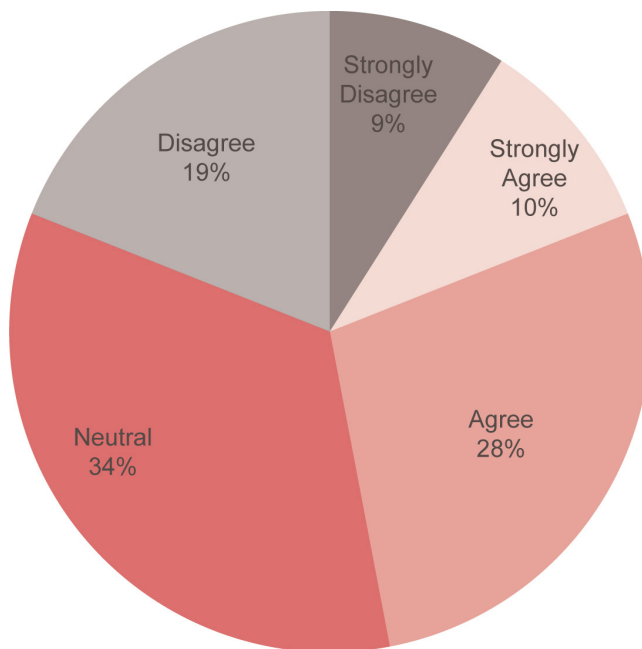
SUMMARY OF SURVEY RESPONSES

Analysis

The majority (34%) of Dersa & Associates employees are neither satisfied nor dissatisfied with their jobs. Almost 38% of staff are satisfied with their jobs, overall, and 28% are dissatisfied. This question was grouped with several other survey questions, with the intention to gauge overall satisfaction.

Overall, Dersa & Associates employee satisfaction data is normal for a company with just 207 staff members, when compared to national statistics¹.

Chart 1: Overall, I am Satisfied With My Job



1. Market Research Analysis. 2010.

Personal Work Experience

All employees were asked to reflect on their personal work experiences by answering four assessment questions, focusing on the following qualities: pride, accomplishment, interest and loyalty.

The overall assessment is determined by analyzing the actual responses to the total responses for each question (see Table 1).

Table 1: Overall Assessment

Overall Assessment					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I am proud to work for my company.	21	40	20	10	20
My job gives me a feeling of accomplishment.	31	10	40	10	20
My job is interesting.	13	28	31	20	19
I am not currently planning on leaving my company.	20	10	31	20	30

Each chart is the percentage of actual question responses in relation to the overall participation rate. All answer options are displayed numerically — 5, 4, 3, 2, 1— where 5 equals Strongly Agree and 1 equals Strongly Disagree (see Chart 1).

Chart 2: I Am Proud to Work for My Company

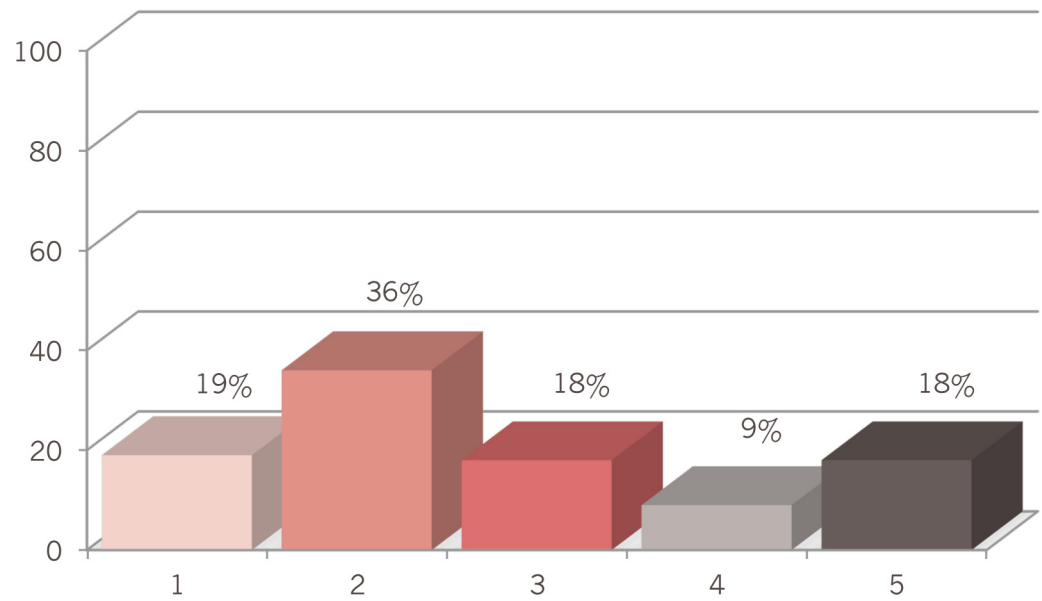


Chart 3: My Job Gives Me a Feeling of Accomplishment

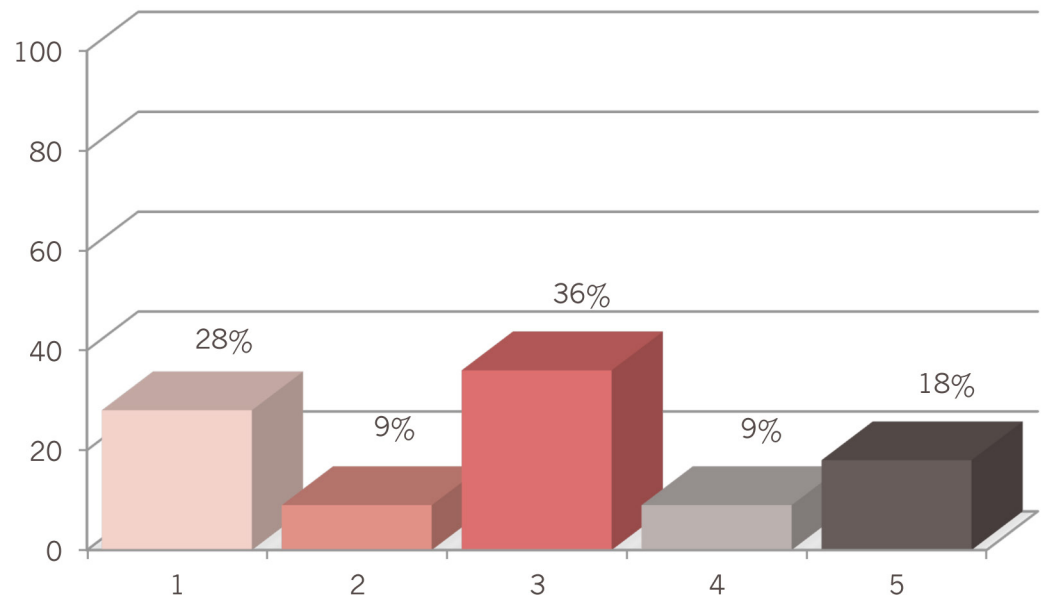


Chart 4: My Job is Interesting

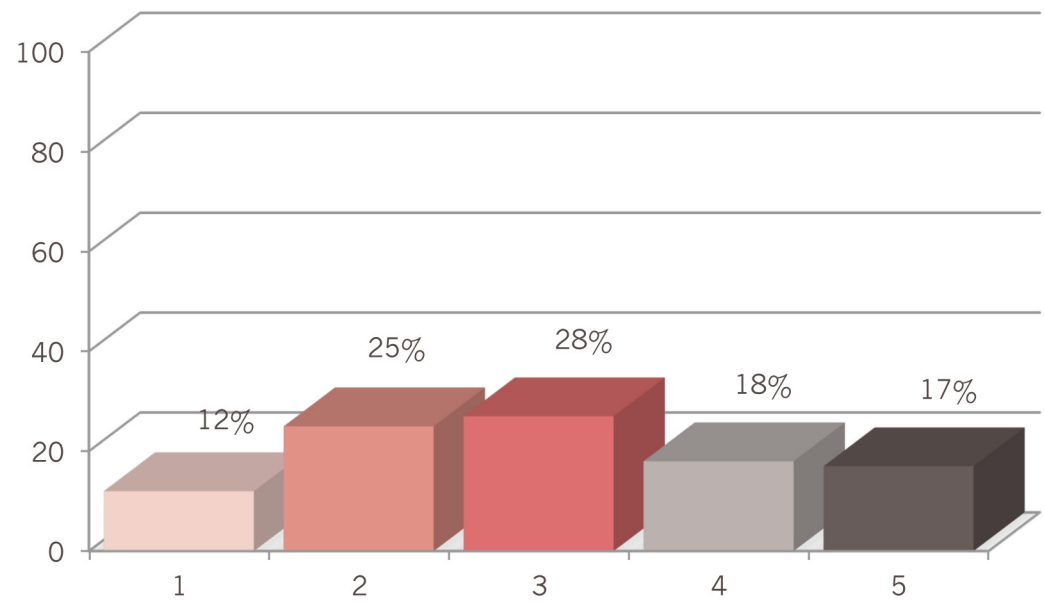
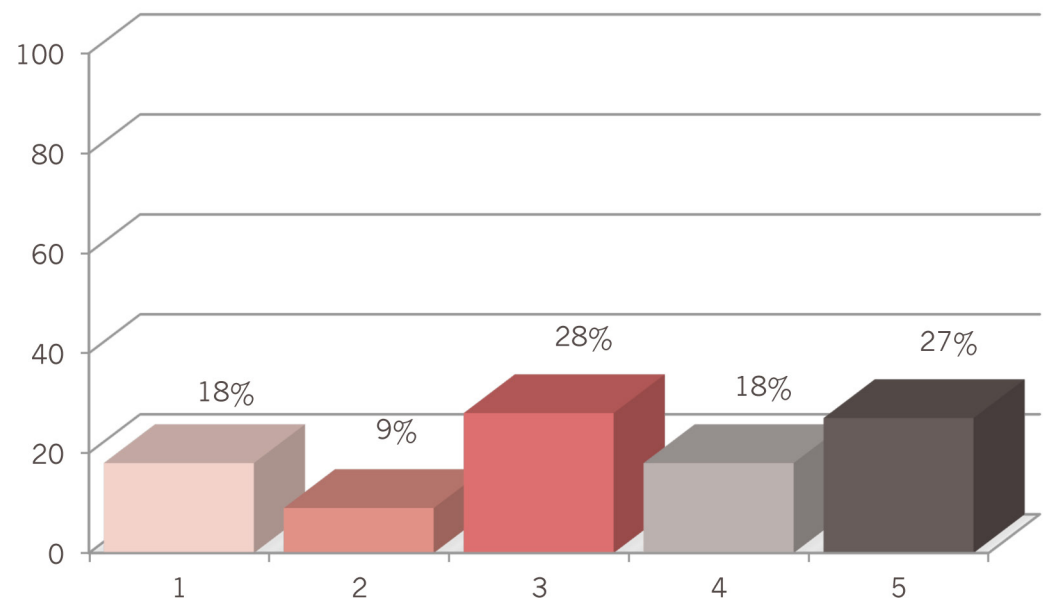


Chart 5: I am Currently Not Planning to Leave My Company



Company Values

All employees were asked to reflect on the company values. The following question determined perceptions of values by asking employees to compare their considerations to the company's.

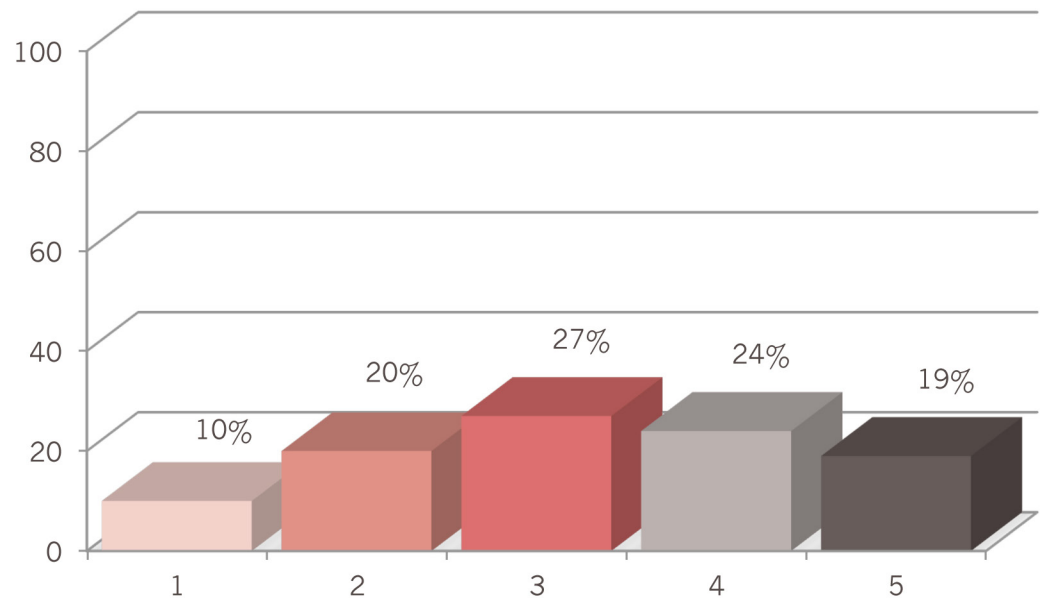
The overall assessment of company values is determined by analyzing the actual responses to the total responses for each question (see Table 2).

Table 2: My Company Cares About the Same Things That I Care About

My Company Cares About the Same Things That I Care About	
Responses	Count
Completely Agree	11
Agree	22
Neutral	30
Disagree	27
Completely Disagree	21

The chart represents the percentage of actual question responses in relation to the overall participation rate. All answer options are displayed numerically — 5, 4, 3, 2, 1— where 5 equals Strongly Agree and 1 equals Strongly Disagree (see Chart 5).

Chart 6: My Company Cares About the Same Things That I Care About



Employee Dedication

All employees were asked to reflect on their dedication to the company. The following question determined employee dedication by asking them whether they were planning to leave the company. All participants were instructed to answer based on their current feelings.

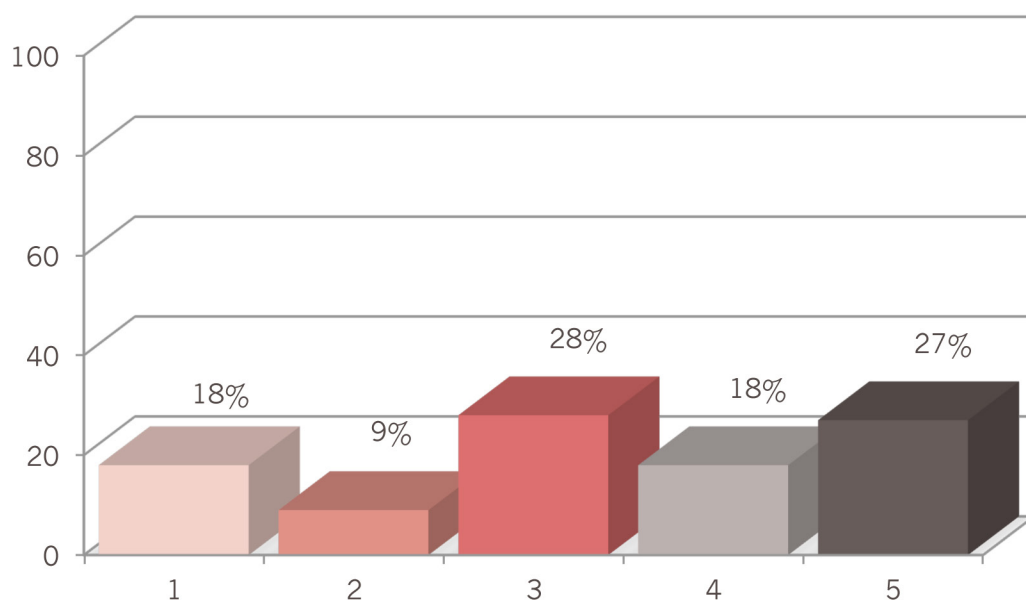
The overall assessment of company dedication is determined by analyzing the actual responses to the total responses for each question (see Table 4).

Table 3: I Am Not Currently Planning on Leaving My Company

I Am Not Currently Planning on Leaving My Company	
Responses	Count
Completely Agree	20
Agree	10
Neutral	31
Disagree	20
Completely Disagree	30

The chart represents the percentage of actual question responses in relation to the overall participation rate. All answer options are displayed numerically — 5, 4, 3, 2, 1 — where 5 equals Strongly Agree and 1 equals Strongly Disagree (see Chart 6).

Chart 7: I Am Not Currently Planning on Leaving My Company



Employee Dedication (continued)

The following question asked participants to specifically describe their feelings about leaving the company. All participants were instructed to answer based on whether they've ever thought about leaving.

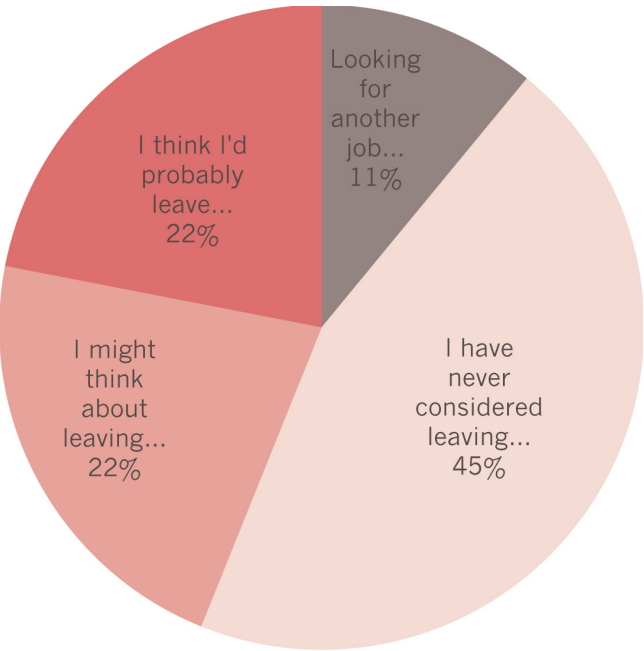
The overall assessment of employee dedication is determined by analyzing the actual responses to the total responses for each question (see Table 5).

Table 4: Which of the Following Best Describes You?

Which of the Following Best Describes You?	
Responses	Count
I have never considered leaving my company.	41
I might think about leaving my company if I had an attractive opportunity at another company, but I'd probably decide to stay.	20
I think I'd probably leave my company if I had an attractive opportunity at another company.	40
I am currently looking for a job with some other company.	10

The chart represents the percentage of actual question responses in relation to the overall participation rate. All answer options are displayed numerically — 5, 4, 3, 2, 1 — where 5 equals Strongly Agree and 1 equals Strongly Disagree (see Chart 7).

Chart 8: Which of the Following Best Describes You?



CONCLUSION

As part of an extensive, company-wide project, Dersa & Associates' Employee Satisfaction Survey provided current employees with a forum to voice their opinions. The goal of this project was to gauge overall employee satisfaction, especially since several new staff members were about to join the team. This survey identified job satisfaction levels, measured workplace perceptions, and recognized areas of strength and possible improvement opportunities.

Our results confirm that Dersa & Associates employees recognize the critical role satisfaction plays in a successful work environment. Almost 38% of employees are satisfied with their careers, while just 28% say they are dissatisfied. About 34% say they are neither satisfied nor dissatisfied. These statistics suggest that Dersa & Associates employees could be more satisfied with their careers and responsibilities.

One of the ways Dersa & Associates measured employee satisfaction was by asking several individual questions with a focus on three other distinct characteristics — Personal Work Experience, Company Values and Employee Dedication. The data from each of these question types shows that most employees do not have a strong opinion about specific company characteristics. For example, when the survey asked about Employee Dedication, 28% of employees neither agreed nor disagreed that they were planning to leave the company.

Both the characteristic and the overall satisfaction questions suggest further steps need to be taken to increase employee satisfaction at Dersa & Associates. To do so, however, every manager and team member needs to establish better communication practices. If the company begins to promote a culture of listening and appropriate action, everyone will be motivated to work toward the same goal.