



Employee Engagement and Communication Research: Measurement, Strategy and Action

Susan Walker

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There's a well-known saying: what doesn't get measured doesn't get done. So it is no surprise that communicators, human resource and change managers recognize the need to measure and evaluate their work, particularly its worth to their organizations.

Susan Walker covers all the tools, strategy and action required to plan a research project or commission external research, whether a full scale employee survey or research focusing on a particular subject area such as communication, engagement, change or corporate social responsibility. She guides readers toward defining their objectives; involving and communicating with employees; choosing a quantitative or qualitative approach; designing and developing questionnaires; maximizing response rates; interpreting the data effectively; turning the results into an organizational story and finally, developing and leading an action program for change. Throughout there is a focus on creating an effective business case and demonstrating value to the bottom line.

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