

eFOCUS: ANONYMOUS ONLINE EMPLOYEE FORUM

FOR GATHERING FAST, QUALITATIVE FEEDBACK ON URGENT ORGANIZATIONAL ISSUES

HOW IT WORKS

Full transcripts available after each day

Client has access to discussion in real-time

Takes place over 2-3 days

Participants spend 20 min. per day providing feedback on daily topics

Participants log on and contribute at their own convenience

Anonymity encourages honest feedback

Polling and quantitative survey questions can be included

PeopleMetrics manages discussions; sends participation reminders

The screenshot shows the PeopleMetrics eFocus Hub interface. At the top, there's a navigation bar with 'REVIEW BACKGROUND', 'VIEW eFOCUS', 'ANALYZE RESULTS', and 'ACCESS DOCUMENTS'. Below this is a table with columns for 'Introduction', 'Day 1', 'Day 2', 'Day 3', and 'All Topics'. The 'Day 1' column is highlighted. Below the table, there's a list of forum posts under the topic 'Career Growth'. The first post is by Cliff Heaton, dated 4/14/2011 10:30:11 AM. It contains a survey question: 'Now consider your career at Company ABC. What resources/training would be beneficial in assisting with your professional growth and advancement? What barriers exist, if any, that make it difficult to advance within the company? What can Company ABC do to eliminate these barriers or help you overcome them?'. Below the question are three bullet points asking about confidence in growth opportunities, satisfaction with the pace of development, and support from managers. The second post is by Beta, dated 4/22/2011 05:28 PM, with the text 'The best for me would be assignments that allow me to do new things, with the appropriate coaching or training that goes with it.' The third post is by Alpha, dated 4/19/2011 10:51 AM, with the text 'Yeah, Beta. Job shadowing would be great'. The fourth post is by Xi, dated 4/22/2011 05:29 PM, with the text 'Barriers include limited opportunities in a small department and a focus on product rather than processes at times.' The fifth post is by Pi, dated 4/19/2011 10:56 AM, with the text 'In my present role there is no advancement, I would have to change my career.' Below this post is a poll with 'Disagree' and 'Agree' options and a star rating. The sixth post is by Beta, dated 4/22/2011 03:49 PM, with the text 'That is exactly the case for me, too! My department is a dead-end as to growth opportunities within the company. Internal promotions are given to friends and not based on ability, and nobody has ever successfully moved to another department in the corporation.' The seventh post is by Delta, dated 4/22/2011 05:29 PM, with the text 'I see few opportunities, too.' At the bottom of the interface, there's a footer with the text 'If you have any questions, e-mail us at help@people-metrics.com'.

TESTIMONIALS

eFocus has been instrumental in helping us explore issues related to organizational behavior and improvement. The online forum allows us to quickly assess employee attitudes, uncover opportunities for improvement, and generate specific ideas to address concerns. We were able to take action on issues immediately.

Julia Outlaw | Consultant, Stanton Marris

I think this e-method of obtaining feedback from those in the 'trenches' is brilliant. The anonymity allows for open, honest feedback without fear of recrimination or censure...

Anonymous Participant Feedback

USING eFOCUS

Quick

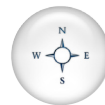
Fast implementation and feedback

Anonymous

Code names encourage candid input

Cost-effective

No travel, internal management



LEVERAGE INSIGHT

from employee opinion surveys to clarify focus areas



GAUGE SENTIMENT

on mergers and acquisitions or before large organizational changes



DISCUSS SENSITIVE ISSUES

such as diversity, management, or company culture

For more information or to schedule a demo of the PeopleMetrics eFocus solution, please contact:

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