

## **ASSESSMENTS AND SURVEYS**

In today's highly competitive marketplace, it is essential a company identify performance gaps that impact results – and ultimately profitability.

Analysis can focus internally, externally, or both – Internally to include employee knowledge, skills, productivity, morale, and turnover; Externally to include customer satisfaction, key business model deliverables and customer value perception.

You benefit by identifying the largest performance gaps so you can target precious resources to fill the priority gaps. The result? You receive maximum impact on performance improvement and return on investment (ROI).

### **NEEDS ASSESSMENTS**

Instruments that allow you to measure and evaluate your employees' aptitude in each of the critical core competencies for each position. Observation and interviews help determine the:

- most important knowledge.
- skill development needs of your employees.

### **PERFORMANCE GAP ANALYSIS SURVEYS**

This tool can be used to obtain 360 degree feedback from:

- all stakeholders.
- the survey subject.
- his/her peers.
- direct supervisor.
- other internal and external stakeholders.

### **PREFERENCE AND RANKING SURVEYS**

This tool is used to evaluate preferences and rankings. Metrics can include:

- company policies and procedures.
- employee satisfaction.
- customer satisfaction
- product and program performance.
- value perception.
- company business model.
- much, much more.