

Communication Audits • Strategic LiteracySM Assessments Collaborative Deep DialogSM Audits

Learn what people REALLY FEEL – what they THINK – what they WANT and NEED

GuideStar is a web-centric, professional survey research firm. Our mission is to provide clients with metrics that matter - meaningful measures that illuminate important organizational performance strengths and weaknesses – followed by guidance and consultation for improvements that will drive business results with the groups that matter most to our client's success.

What Sets Us Apart?

Strategic partnering approach to each client relationship and client survey research solution

High-caliber professional staff ~ Ph.D. psychologists with special experience and expertise in organizational research and analysis who design and manage each survey

Unique analytic research methods developed and licensed in-house, including a specific satisfaction/relationship improvement process **proven to produce results**

Proprietary, web-based, survey technology applications for efficient messaging, data collection and real-time online reporting

Substantial experience with large-scale global surveys in multiple languages

What We Do

- Survey research planning and design (including complex, stratified, global samples)
- Qualitative (executive interviews and focus groups) and quantitative survey services
- Questionnaire development
- Large-scale communication message management in multiple-languages
- Web-based surveys supplemented with IVR data collection
- Online Report Centers (ORC) for real-time reporting worldwide
- Off-line analysis and report development by a staff of Ph.D.-level research psychologists
- Post-survey recommendations and consulting services

Clients Served by GuideStar Research

Abbott Laboratories • Aetna • AIG • American Express • AT&T • Audi • Baxter Healthcare
Cargill • Citibank • Coldwell Banker • Coors Brewing Co. • Computer Associates
Dun & Bradstreet • General Electric • Hoffman-La Roche • IBM • Johnson & Johnson
KPMG • Merck • NASA • Ohio Casualty Insurance • Savin • StorageTek
U.S. Department of Homeland Security • USF • Watson Wyatt • Verizon Wireless

Strategic Communications Audit Services

Today's mandate for organizational communications goes far beyond mere information delivery. CEOs expect effective internal communications to drive strategic business performance by fostering employee engagement, motivation and collaboration – and to be accountable for measured results. A strategic communications audit can assure that internal communications are well-planned and well-designed, and effectively focus on achieving these objectives throughout the organization.

Recent research demonstrates a clear advantage to organizations that communicate effectively; increased market value, employee retention, and improved financial returns.

GuideStar Research assists client organizations develop a highly customized internal communications strategy that will lead to healthier, more productive relationships that drive business performance.

- Our **Communication Audit** measures the effectiveness of *knowledge transfer* within the organization;
- The **Strategic LiteracySM Assessment** measures employees' *understanding, attitudes, strategic behavior, motivation, and alignment* to performing on strategy; and
- The **Collaborative Deep DialogSM Audit** measures the quality of *collaboration* between and within groups.



When these services are combined as an **Integrated Communications Audit**, the process delivers a full-spectrum scorecard, identifying where and how to make adjustments in communications practices that can impact performance and propel an organization forward on strategy.

The Power of GuideStar's Integrated Communication Audit

Collaborative Deep Dialog Audits and Strategic Literacy Assessments can be administered independently or in concert with a GuideStar Communication Audit. When the three services are used together as a comprehensive analytical system, clients gain a holistic view of the organization's communication efficacy. Results of the Integrated Audit will reveal:

- Whether the organization's communications activity equates to communications effectiveness
- Gaps in communication: where information supply does not meet up with demand
- If the communications are on target, in tune with audience preferences and aligned with company strategy
- The degree of universal understanding of company vision, strategy, direction
- Attitudes and strategic behaviors that are incorporated into job performance
- Productivity levels of the organization's most important collaborative business relationships
- Where attention is required for continuous communications improvement

Clients can also count on GuideStar's expertise in interpreting the results and consulting on how best to respond, optimizing the strategic resource of organizational communications to drive overall business performance.

Case Briefs

Strategic Integrated Communications Audit for a Leading Healthcare Provider – Comprised of 15 executive interviews, 8 employee focus groups and a stratified web-based sample survey from a population of 27,000 employees, this audit was a comprehensive examination of all key dimensions of the client's internal communications effectiveness; information transfer, strategic literacy and collaborative strengths and weaknesses.

Communications Audit for a Leading Cellular Company – Comprised of 35 employee telephone interviews followed by a web-based survey of 9,000 employees in one geographic region of a wireless telephone service provider.

Communications Audit for a Major Health Insurance Company – Comprised of 18 interviews with senior executives and 9 employee focus groups in 3 regions followed by a survey of a stratified, random sample of employees across the country.

Strategic Literacy Assessment for a Leading Pharmaceutical Company – Comprised of 12 employee focus groups, quarterly web-based management surveys following quarterly management conferences plus annual all-employee telephone surveys with a representative sample of employees for several years.

Deep Dialog Assessment for a Manufacturing Firm – Comprised of a stratified sample employee web-based Deep Dialog Audit survey with over 1,000 employees at all levels, a number of key collaborative relationship analyses were completed, laterally and vertically, which enabled the new leadership to move quickly on decisions in key areas of the company's strengths and weaknesses.

GuideStar Technology Services

GuideStar is a pioneer and leader in web-based surveys and research programs. An integrated system of GuideStar-developed online technologies support and facilitate survey services delivery from questionnaire development to complex email messaging to comprehensive real-time online reporting.

Online Report Center (ORC)

Our in-house developed Online Report Centers (ORC) enable clients to view their survey results online in real-time in their own custom-branded ORC. A unique hierarchy report provides views that summarize and compare findings for specific groups at selected levels in the organization. Managers at all levels can access their group's results to better understand and address their employees' needs and concerns.

ORC users can:

- Enter through a user-aware landing page with an array of dynamic interactive modules presenting an overview summary of their group's survey findings, including trends, indices, etc.
- Track response rates and break them down by key segments during data collection and after
- Click on pre-set reports for instant data analysis
- Create custom reports in a "drag and drop" interface to easily produce complex reports
- View results of statistical tests and modeling procedures.
- Track improvements over time.
- Display survey findings flexibly, with user-selected report demographic segmentation of results by any population segment (e.g., functional area, line of business, geo, tenure, etc.)
- Prepare "easy to read" charts and table reports which can be printed, output to PDF, saved or emailed as well as copied to any MS Office application, including Word and PowerPoint
- Access all the open-end question comments; select or sort them by any demographic or geo segment. Conduct a keyword search or view ranked frequency tables for comment themes. Our system accepts and displays comments in any language

Best of all, no special software is required - nothing to install, purchase or configure. With only a Web browser, the powerful efficiency and versatility of GuideStar survey technology is available at the client's fingertips, 24 hours a day, 7 days a week.

Secure login takes you to user-aware landing pages offering a survey overview.

| | |
|---|---|
|  | User Name: <input type="text" value="Sample User"/> |
| | Password: <input type="password" value="*****"/> |
| | <input type="button" value="Log In"/> |

Contact GuideStar Research at 1-800-865-3767 to schedule an online ORC tour and to learn more about how GuideStar can help you with your internal communications research needs.



Online Report Center Views

GuideStar's online reporting tools allow authorized users to build charts and tables with a few mouse clicks. Build, save, share, or email your reports or use custom templates that are dynamically updated to view survey summaries on key items at a glance. All output can be transferred to MS Office compatible applications.

For inside views of GuideStar ORCs,
request the complete e-brochure by calling 1-800-865-3767.

Or even better, arrange for a live online ORC tour.