



dual-scale survey  
to give you the edge



# The Power of a **Dual Scale Survey** to Improve Performance

**Perception's 360 powered by Compass Plus**

## What is Compass Plus?

Compass Plus™ is a powerful web-based dual-scale survey system to help you get the human resources data you need to successfully run your business. Most surveys compile the input of a number of people (called evaluators) to produce an extremely accurate rating of a subject. With Compass Plus™ you will:

- Maximize profits by pinpointing the exact training your employees need to excel, know where staff improvement is needed and what strengths currently exist that you can build on.
- Be able to direct your training budget to the areas needing it most, and not waste time or money where it's not needed.
- Measure and track the effectiveness of your ongoing training and performance improvement programs.
- Make plans for the future direction of your business on facts, not assumptions.

### Typical survey types include:

- Performance Management
- 360 Degree Feedback
- Customer Demographics
- Customer Satisfaction
- Sales effectiveness
- Website Evaluation
- Training Needs Analysis
- Management Effectiveness
- Supervisor Effectiveness
- Training Effectiveness
- Product Satisfaction
- Enhancement Requests
- New Product Evaluations
- Needs Assessment
- Account Management
- Customer Loyalty
- Leadership Effectiveness
- Exit Interview Data

## What is a Dual Scale Survey?

You're probably familiar with a traditional "single scale" survey, and you've probably completed many of them over the years. This style of survey is OK as far as it goes, but will give incomplete results for most business applications, especially those applications that involve the behavior and performance of people.

### Dual Scale Survey Design

The power of a dual scale survey rests on asking the evaluator two questions, instead of just one, about each item on the survey. This second question or second "scale" allows the evaluator to express their evaluation of not only a subject's current performance, for example, but also the expected performance on this item. This additional data greatly increases the accuracy of the survey.

## Why is dual scale more powerful?

A **single-scale** management effectiveness survey may ask for evaluators to rate a person on skills with questions like: how well does a person identify and understand trends, focus on improving service, and set challenging department goals?

The average scores for the completed survey may look something like this. From these results a conclusion may be drawn that the person evaluated should work harder at keeping up on "industry trends". This conclusion would be logical, **but may well be wrong!**

How well does subject,	Current perf.
1.) Identify and understand trends?	① 2 3 4 5
2.) Focus on improving service?	1 ② 3 4 5
3.) Set challenging department goals?	1 2 3 ④ 5

By adding a **second scale** we give the evaluators the opportunity to share additional valuable information. In this case we ask "what are the expectations?" for each of the skills rated and we get a completely different picture.

How well does subject,	Current perf.	Expected perf.
1.) Identify and understand trends?	① 2 3 4 5	① 2 3 4 5
2.) Focus on improving service?	1 ② 3 4 5	1 2 3 ④ 5
3.) Set challenging department goals?	1 2 3 ④ 5	1 2 3 ④ 5

We see that while the subject's "understanding trends" current performance scored very low it is not an important part of their job. The subject should really be focusing on improving "service". This is the area where their skills are most important to the company, and where the subject's improvement would have the greatest positive effect. By using the second scale, the evaluator is able to communicate a relative worth, or ranking to the question.

Compass Plus (TM) will look at the difference between the ratings for Current Performance and Expected Performance and calculate a difference, or gap. In this example the gap on both question #1 (trends) and question #3 (setting goals) is zero. Question #2 (service) has a gap of two indicating that this is the skill that really needs attention.

By comparing the ratings for current performance to the ratings for expected performance, we can calculate a difference between the two scores. This difference is often called a "gap" and this type of survey is sometimes called a "Gap Analysis" survey. The Compass Plus™ system will automatically calculate these gaps and generate a complete report presenting the survey data in an easy to read, easy to use format.

*"'How Often Does It Occur?'" and 'How Often Should It Occur?'" focuses the rater towards a more objective, less subjective approach. This is particularly true when the questions represent observable, describable behavior."*

*If you are relying on data gained from a single-scale survey, you are only getting half the critical information you need!*

## The Compass Plus™ System

The Compass Plus™ system enables you to easily design and deliver a custom, web-delivered dual-scale survey to selected people and to monitor survey progress. At the conclusion of the survey detailed reports will be generated presenting the data obtained in an easy-to-read, easy-to-use format.

### Step 1 - Survey Design

Compass Plus™ can use your existing question set or we design a custom survey for you. The completed question set is imported into the Compass Plus™ system to be presented to your survey participants on a page designed to reflect your organizations identity.

### Step 2 - Invite Participants

A custom invitation to use when inviting survey participants is provided and the invitation will contain all the information participants need to access the survey. Participants will log on to the system using a unique password, will identify who they are evaluating and their relationship to that person.

### Step 3 - Monitor Progress

Your survey administrator will have unlimited access to a password-protected, on-line administration panel. This panel will contain real time survey data so progress can be monitored.

### Step 4 - The Results

At any time your administrator can prepare and print detailed feedback reports. Reports for participant use will contain the "Guide to Understanding Feedback Results" to help them make effective use of the data. As needed, our consultant will help you develop an action plan to put your survey results into practice, including scheduling a follow-up survey to measure improvement.



# Feedback Report

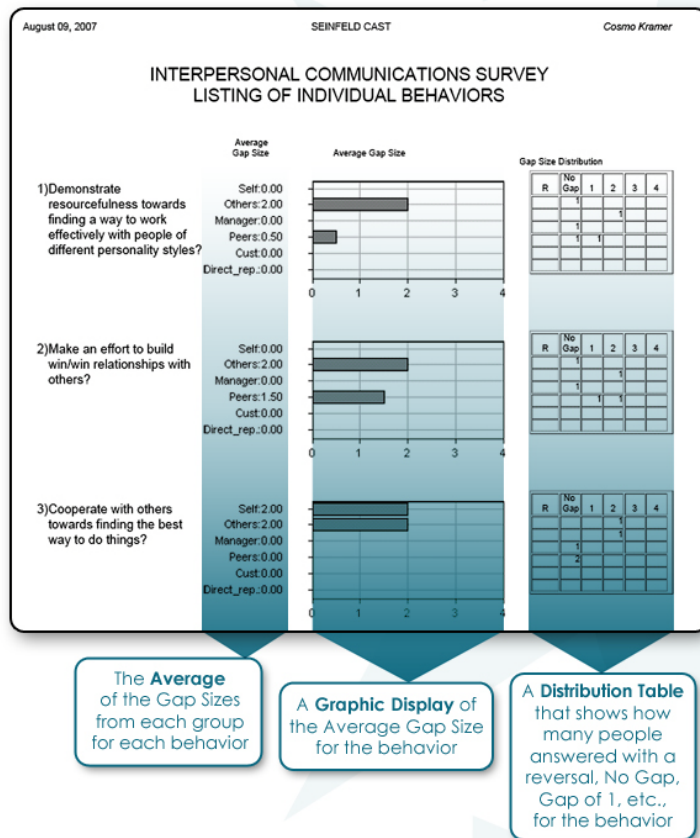
At the conclusion of the survey, detailed reports will be generated that will give the participants all the data needed to develop an effective improvement plan.

The Feedback Report focuses on the Gap Sizes that resulted from the way people answered the two questions. Gap Size is the difference between what a person believes is occurring now and what is needed or expected.

The results are separated on the report to show:

- The results for each behavior based on the surveys completed by the person being evaluated (Self) and his/her manager (Boss). (Note: each dual scale customer selects the terminology they want to use for each audience.)
- The results for each group that answered surveys; i.e. direct reports; peers; coworkers; team members; others; etc.

## A partial sample report



## A Few Core Beliefs on Performance Improvement

*People strive to be as effective as possible, whether for personal satisfaction or success within an organization.*

*Efforts to improve begin only after a person learns and accepts that their current practices are ineffective, self-defeating or limiting advancement in their careers.*

*Receiving clear, specific feedback from several reliable sources helps people understand both their developmental needs and their true strengths better than any other learning tool or method.*

*Performance improvement efforts that include feedback produce significantly more change than learning experiences without feedback. Compass Plus™ provides easy to understand feedback data that will drive individual and organization improvement.*

## Next Steps