

[Read and download] Employee Engagement and Communication Research: Measurement, Strategy and Action

## Employee Engagement and Communication Research: Measurement, Strategy and Action

*Susan Walker*

*ebooks | Download PDF | \*ePub | DOC | audiobook*



DOWNLOAD



READ ONLINE

#2204183 in eBooks 2012-11-03 2012-11-03 File Name: B009SMR99G | File size: 66.Mb

**Susan Walker : Employee Engagement and Communication Research: Measurement, Strategy and Action** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Employee Engagement and Communication Research: Measurement, Strategy and Action:

2 of 2 people found the following review helpful. Essential reading for practitioners in this field By Karen Wisdom Susan Walker, an industry guru in internal communications and employee engagement research, is certainly

someone to sit up and listen to. She has drawn on her many years of experience in this field to share valuable insights on how to conduct and use this research effectively in a business context, and to highlight various pitfalls to avoid. Susan incorporates useful case studies, good practice and helpful advice from leading practitioners across a range of sectors, from both clients and agencies. One of the most useful aspects of this book is the focus on taking action as a result (an area which still appears to challenge some organisations), and the importance of linking action with key performance indicator measurements. It is also insightful to read about the future direction and role of employee engagement and communications research. This is an essential read for anyone involved in this type of research in HR, communications and related marketing roles, as well as for aspiring students. 2 of 2 people found the following review helpful. Excellent Practical Guide to Employee Surveys and Measurement By Kathleen A. Waton Susan's guide book provides practical how-to information on preparation for surveys, administration and follow-up. She reinforces the critical importance of leadership taking action and reporting progress to staff in an open, forthright manner. Those daunted by the field of research, will find Susan's book highly accessible and approachable. Susan is a staunch employee communications advocate who describes in very understandable ways how to embrace the data to understand employee perceptions and needs. Recognizing it is a global society and to guard against ethnocentrism, Susan includes countries such as Canada, Brazil, India and China. Born in the multicultural island nation of the Bahamas, I appreciate Susan's acknowledgement that results translate differently in other parts of the world. In any language, however, Susan's book on research and measurement is articulate and provides eloquent solutions. --Kathleen A. Waton, MS, freelance writer/editor, former corporate communications manager

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 and other professionals recognise the need to measure and evaluate their work, particularly its worth to their organization and seek the most effective ways to achieve this. Whether you're already involved in research, planning your first project or commissioning an external research company, *Employee Engagement and Communication Research* covers everything you need to know in order to conduct robust, reliable research. Whether it's a full-scale employee survey or research focusing on a particular subject area such as communication, engagement, change or corporate social responsibility, *Employee Engagement and Communication Research* is your essential guide covering all the tools, strategy and actions to make your project a success.

HR and communications executives carrying out or commissioning research among employees. Professionals already in the research field either internally or with an agency, but want to know more about the specialist employee side. "In this chaotic and breathtakingly changing world, I can't imagine how anyone could launch an internal communication effort without doing the sort of homework Susan recommends. Do yourself a favor and keep her book nearby for ready reference any time you need to know what employees really believe." --Roger D'Aprix, ABC and IABC Fellow (International Association of Business Communications) About the Author Susan Walker is a leading figure in communication measurement and employee research. Her background in internal communications -- six years as internal communication manager with Thomson Holidays and research director and partner at MORI where she headed the communication and employee research practice for 15 years -- allows her to interpret results and develop practical recommendations. Her contributions to the field have been recognized by Fellowship of the Institute of Internal Communication and she is an Accredited Business Communicator (IABC).