

HUMAN RESOURCE MANAGEMENT COURSE

MUNI

LECTURE:

CORPORATE SURVEYS AND JOB SATISFACTION

CONTENT & BACKGROUND

Today's agenda:

- Corporate surveys – limitations (mainly)
- Job satisfaction (briefly) and motivation theories
 - Watching Simpsons

Siemens – working with HR Business Partner

B-inside – research agency focused on B2B (and HR) research, mainly surveys

- Overcoming limitations of traditional methods

CORPORATE SURVEYS

Why to use them?

CORPORATE SURVEYS

Why to use them?

- Find out problems
- Observe long-term trend
- Monitor program impact
- Provide input for future decisions
- Add a communication channel

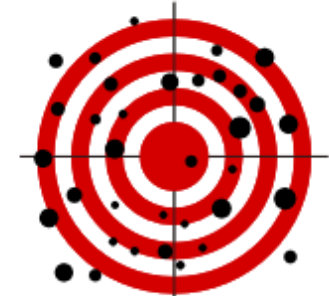
CORPORATE SURVEYS

(Corporate / organizational) survey – one of the most miss-used tools in the practice

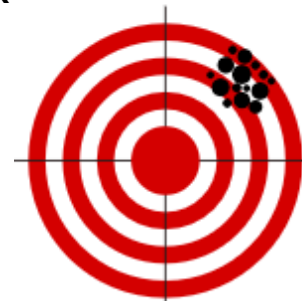
- Difficult to create
 - Validity
 - Reliability
 - Purpose
- Limited in take-aways
 - You get EXACTLY what you ask
 - Questionable trustworthiness



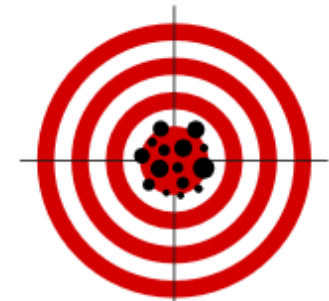
Unreliable and not valid



Unreliable and therefore not valid



Reliable but not valid



Reliable and valid

CORPORATE SURVEYS

Major mistakes:

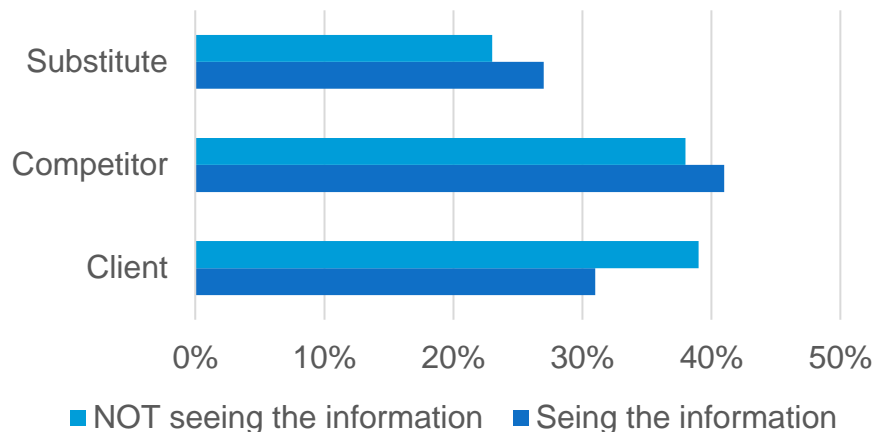
- Not thinking about the goal and the purpose of individual questions
- Wrong questions – formulations etc.
- Trying to get information about everything < information bias
- Not thinking of demands on respondents (time, attention, etc.)
- No pretesting
- Not-harnessing the full potential of answers

CORPORATE SURVEYS

Classic surveys:

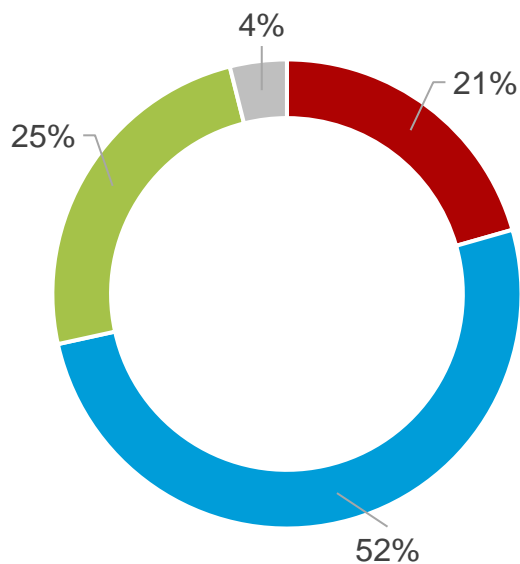
- Oftentimes better to use a different method (interviews, observations, already generated data)
- If not, oftentimes better to use already created surveys
- If not, be very careful – small alternation have huge impacts

Example 1

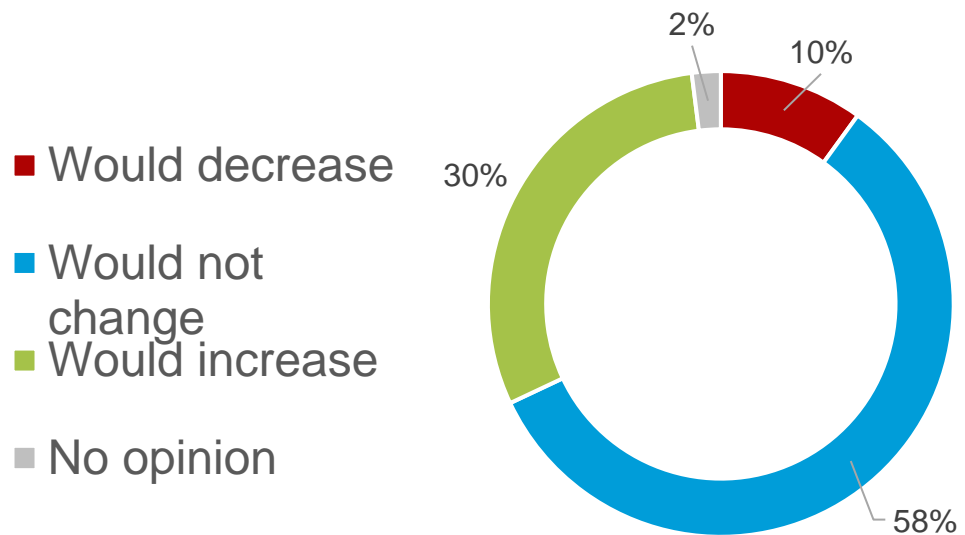


CORPORATE SURVEYS

Negative framing



Positive framing



- Would decrease
- Would not change
- Would increase
- No opinion

CORPORATE SURVEYS

Let's try one: <https://muni.cz/go/a68661>

CORPORATE SURVEYS

Problems with classic surveys:

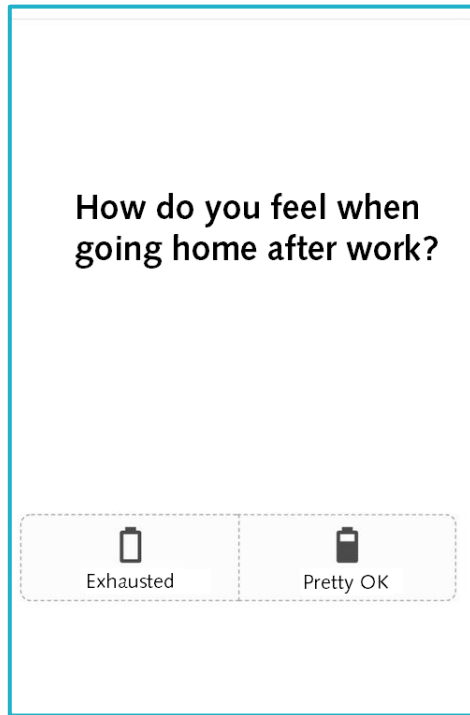
- Delicate issues – people not altering their responses despite anonymity
- People try to please the surveying person nonetheless
- Gets boring (when long)
- Lot of things emotional, difficult to ask and answer

CORPORATE SURVEYS

What about asking more straightforward?

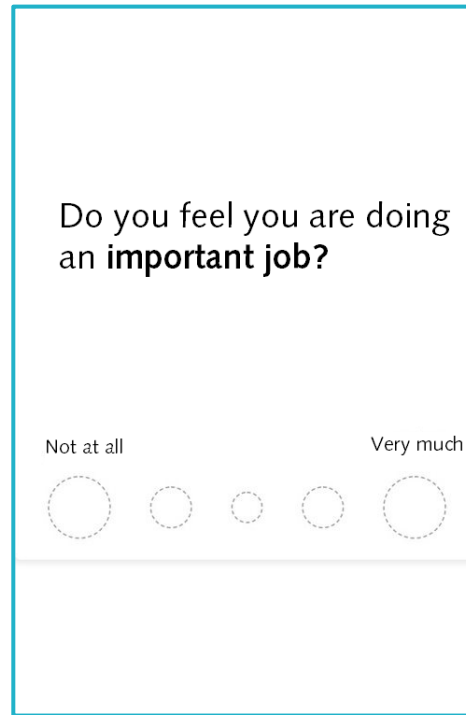
How do you feel when going home after work?

Exhausted Pretty OK

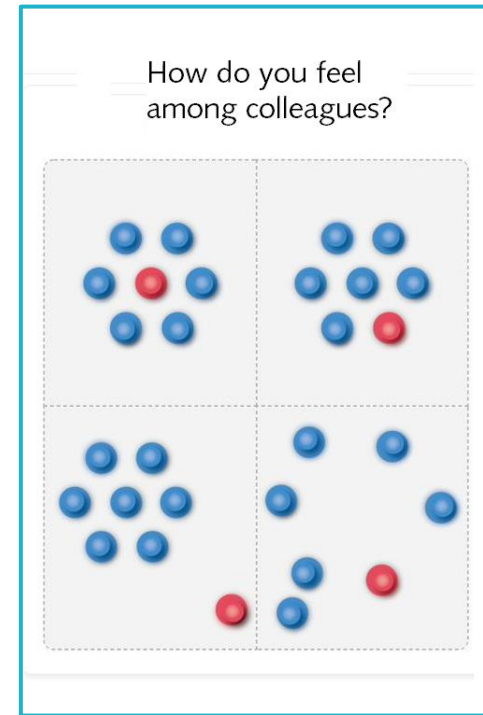


Do you feel you are doing an **important** job?

Not at all Very much



How do you feel among colleagues?



Response	Count
Very much	6
Quite a bit	5
Not too much	4
Not at all	3

JOB SATISFACTION



Job satisfaction = the degree to which people like their jobs

MOTIVATION THEORIES

Theory of needs (Maslow)

Expectancy theory: Expectancy * Instrumentality * Valence

Equity theory (justice)

Goal-setting theory

Self-determination theory: intrinsic and extrinsic motivations

MOTIVATION THEORIES



Self-actualization

desire to become the most that one can be

Esteem

respect, self-esteem, status, recognition, strength, freedom

Love and belonging

friendship, intimacy, family, sense of connection

Safety needs

personal security, employment, resources, health, property

Physiological needs

air, water, food, shelter, sleep, clothing, reproduction

MOTIVATION THEORIES

Homer's Enemy

(if you want to watch it later, check Youtube)

