Strategic Decision Education Foundation^{SM}

Together, Making the Measurable Difference

WORKSHOP SERIES

Survey Design for Research Findings

Surveys are a common method used to capture feedback for decision making. Successfully launching an online survey is more than just asking a number of questions.

Surveys must be designed carefully to avoid validity issues because we rely on data from surveys to make strategic decisions. This survey incorporates the five-step SDeFoundation™ approach, which will be very useful for anyone responsible for customer product or service needs, customer satisfaction, employee satisfaction, or any other organizational needs.

You will learn how to:

- Write a data analysis plan.
  This should be your first step so that we may craft questions accordingly.

- Write questions that enable you to gather high quality primary data for decision making.

- Construct a response scale to capture appropriate data.

- Obtain a decent response rate.
  You will learn to offer the right incentives without losing integrity.

- Clearly present the information to your stakeholders.

Website: www.sdefoundation.org   Email: info@sdefoundation.org   Phone: 855.510.sdef(7333)