



Pulse survey case study

Taking the pulse at Blake Laphorne

About Blake Laphorne

With over 100 partners and a total staff of over 700, Blake Laphorne provide a full range of integrated legal services for companies and also have a large team focused on services for private individuals. One of the leading firms in the South East of England, Blake Laphorne have a network of offices including in London, Southampton, Winchester, Oxford and Portsmouth.

With their main assets being their people and reputation for excellent client service, Blake Laphorne are committed to measuring both via a rolling programme of employee pulse surveys.

How Employee Insight has helped

We were originally commissioned as the survey consultant in 2005. At that time, we discussed the organisational issues of relevance to them and designed a bespoke survey focussed on topics such as business planning, management effectiveness, internal communications and client service. Additional measures of employee engagement were also incorporated.

It was determined that given the nature of the organisation and patterns of projected organisation growth, the best method of surveying would be to deliver a series of online pulse surveys every 6 months for a 3 year period. The aim was to create a set of baseline measures and then keep track of changes as the organisation developed and grew.

By their nature, the pulse surveys do not cover every member of staff, with a random but representative sample being selected for inclusion each time.

The results

The first series of 6 pulse surveys was completed in 2008. They have consistently delivered excellent response rates and provided real visibility of developments in employee engagement over time. Whilst originally we would help to feedback the survey results to the client, they are now completely self-sufficient in interpreting and responding to the survey findings. We are delighted to have been commissioned to run a further series of 6 pulse surveys from 2009 onwards.