



Case study

Staff survey shows Guide Dogs the way

About Guide Dogs

Guide Dogs wants a world in which all blind and partially-sighted people enjoy the same rights, opportunities and responsibilities as everyone else. Employing just over 1000 people in support of this mission they recognise the crucial role that engaged employees and volunteers have to play in this mission.

How Employee Insight has helped

We have been working with Guide Dogs since 2006, and in that time we have delivered two staff surveys.

The first survey was delivered via a combination of paper surveys and telephone interviews, however the challenge for 2008 was to design a survey medium that would be equally accessible to all employees. We researched screen reader technologies and in conjunction with the client we built an online version of the employee survey that would be readily accessible via Jaws online reader software.

The online survey was distributed via e-mail to all 1000 staff over a two week period, and a response rate of 74% was achieved.

The results

Following the 2006 staff survey Guide Dogs worked hard to improve their performance as an employer, and to make sure that they value and support all staff properly. One important shift was a move to new policies to promote staff well being. This included promoting open two-way communication, good teamwork and cooperation and promoting an appropriate balance between work and personal life. Communication between staff and senior management in particular has become much more open and regular and there are now more formal and informal opportunities to communicate and consult with staff locally and nationally. The survey results also inspired new policies to provide better support for people during periods of stress or absence.

Whilst feedback from Guide Dogs employees has been consistently very good, staff survey results have improved significantly. Our analysis of 2008 versus 2006 results showed gains in many areas, but notably communication, staff training, and management development.

