

Generally Accepted People Metrics™

GAPM™ Frequently Asked Questions

Does the GAPM™ System provide confidentiality?

Absolutely. The data cross fires into our secure, encrypted server so there is no way for anyone to get any individual's response set. Focus groups routinely tell us they will share 25-50% more accurate data with GAPM™ than they will with any internally facilitated data gathering initiative. Imagine if your financial statements were 25% off, wouldn't you want to make decisions based on more accurate information?

Can the client change the cycle time or amount of times GAPM™ comes each year?

Yes. We have a best practices' guideline, but the client can choose to have the data monthly, bi-monthly, or quarterly. You can even change during the year from one cycle time to another. You are in control.

Do you recommend communicating the results to the entire population of employees?

While this is an organization-specific answer and approach, our best practices' answer is yes. If you give everyone a voice in improving the organization, then it gains buy-in to share all of the information back. Each organization will have strengths and weaknesses; we advocate transparency in appreciating the effort everyone puts in by sharing routinely.

Will participation be an issue?

Depends. The average (considered "good") survey response rate in the world of surveys is around 30%. We've found management teams that actively engage GAPM™ per our best practices approach of the *Accountable Culture Management Process: Evaluate, Analyze, Implement, and Measure Results*, regularly attain participation rates of 70%-85%. Participation problems can arise in organizations where management has not shared the results, valued the voice of the people, and acted on the feedback. If people do not feel their voice is important, then they will naturally stop "wasting their time" participating. Obviously, anything over 50% gives you the majority-consensus-voice of your people and is almost twice the average survey return rate considered "good." However, good isn't good enough for us. Since participation percentage is tracked on every report, if it dips below 50%, we advocate measures we've successfully implemented to increase it.



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Can less than the entire population of employees participate?

Yes, but we do not recommend it. In order to have an accurate voice from your people you would need to have a sample size large enough to be representative of the entire population or you will surely get less useful and accurate data. Also, the cultural negativity generated by having only a “selected few” participate would outweigh the cost of having the entire population participate.

Can we have break out reports for our separate locations or divisions/departments?

Yes. You would then receive a report for each location as well as an aggregate report.

Isn't this subjective since we are asking the employees?

Since constantly evaluating and working to improve the culture and people side of the business is part of the job of every manager, what non-subjective system are they currently using? The answer to this question is yes and no. Since it's opinion-based, that's subjective. However, by gaining a “trend over time” standardized set of data from all employees GAPM™ generates a consensus instead of a manager versus manager opinion debate. We have the most objective and valid set of data we've ever had in the people arena. It's never going to be 100% valid, but it's 100% more valid than anything most organizations have been using historically. At some level all reporting has estimation, assumption and opinion including financial statements. Remember the old joke... ask an accountant what's 2 + 2 and the answer is, “What do you want it to be?”

How long does it take to “take”?

8 minutes on average once GAPM™ has been up and running. In the first month we've found it takes 16 minutes per employee. The reason for this is that in the first month people tell us they really appreciate the opportunity to be part of the process and want to give accurate feedback. Thus they want to really understand what they are supposed to be rating. Each question/metric allows for a drop down box to be selected further explaining what we are rating and encouragingly 90% of first time takers read the additional information on every one of the 33 metrics the first time. After they are familiar with the metrics, they are able to think about them beforehand over the month, and therefore it takes much less time to give their ratings in the subsequent takes.

Who receives the data reports?

Anyone you set up to receive them. Typically, it is the upper management team.

Can we compare our progress to other organizations?

Yes! GAPM™ is the first and only standard “trend-over-time” people statements tool where you can compare your culture and progress to other organizations. This way you know if you are average or above average. It's like the S&P 500 Index for people metrics!

Can we change or add questions to the tool?

Yes. In order to allow for comparison the standard 33 metrics are always recommended. However, a client may add a one-time, or ongoing set of questions that they would like scored on our confidential platform and added to their report for a nominal programming fee. Once you have the platform of GAPM™ in place there are multiple value-added approaches that can be easily implemented to gain critical information and unparalleled visibility allowing you the best opportunity to improve your organizational performance!



Nancy West, HR Director

If HR wants a seat at the table and to be taken seriously, then we need to have the same level of forecasting, analysis, and accountability as every other department. GAPM™ gives us that credibility and allows everyone to take ownership for the performance of the organization.



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