

- **Employee Satisfaction/Engagement Surveys • Internal Communication Audits**
 - 360 Feedback Programs • Collaborative Relationship/Deep Dialog™ Audits
 - Strategic Literacy Assessments • Corporate Meeting Measurement (MPPSM) Services
- Customer Satisfaction Surveys • Partner Network Surveys
- Call Center/Help Desk Satisfaction Survey Programs

Learn what people REALLY FEEL – what they THINK – what they WANT and NEED

GuideStar is a web-centric, professional survey research firm. Our mission is to provide clients with metrics that matter - meaningful measures that illuminate important organizational performance strengths and weaknesses – followed by guidance and consultation for improvements that will drive business results with the groups that matter most to our client's success.

What Sets Us Apart?

Strategic partnering approach to each client relationship and client survey research solution

High-caliber professional staff ~ Ph.D. psychologists with special experience and expertise in organizational research and analysis who design and manage each survey

Unique analytic research methods developed and licensed in-house, including a specific satisfaction/relationship improvement process **proven to produce results**

Proprietary, web-based, survey technology applications for efficient messaging, data collection and real-time online reporting

Substantial experience with large-scale global surveys in multiple languages

What We Do

- Survey research planning and design (including complex, stratified, global samples)
- Qualitative (executive interviews and focus groups) and quantitative survey services
- Questionnaire development
- Large-scale communication message management in multiple-languages
- Web-based surveys supplemented with IVR data collection
- Online Report Centers (ORC) for real-time reporting worldwide
- Off-line analysis and report development by a staff of Ph.D.-level research psychologists
- Post-survey recommendations and consulting services

Clients Served by GuideStar Research

Abbott Laboratories • Aetna • AIG • American Express • AT&T • Audi • Baxter Healthcare
Cargill • Citibank • Coldwell Banker • Coors Brewing Co. • Computer Associates
Dun & Bradstreet • General Electric • Hoffman-La Roche • IBM • Johnson & Johnson
KPMG • Merck • NASA • Ohio Casualty Insurance • Savin • StorageTek
U.S. Department of Homeland Security • USF • Watson Wyatt • Verizon Wireless

Experience, Expertise and Innovation

Employee Research Areas

Employee Attitude/Engagement Surveys: Starting with employee interviews and focus groups, we identify and define the key dimensions of most importance to the client's employees and leadership. GuideStar analysts use a variety of statistical analyses to reveal the essential truths in the data that will provide quality guidance to clients to improve their employee relationships and productivity. Among these analyses are predictive path modeling, conjoint analysis, action maps and relationship ladders.

360 Feedback Programs: GuideStar helps clients with their 360 feedback needs by designing and programming a customized assessment survey, collecting and managing data, and efficiently reporting results online which are formatted for printing and can be emailed or downloaded for immediate use.

Internal Communications Audits: GuideStar's strategic communications audit assures that internal communications are planned and designed effectively so that they can drive strategic business performance by fostering employee engagement, motivation and collaboration.

Strategic Literacy™ Assessments: GuideStar's proprietary Strategic Literacy™ Assessment scores and tracks how well your employees understand and are aligned with company strategy.

Collaborative Relationship and Deep DialogSM Audits: A unique, GuideStar proprietary measurement and diagnostic system that determines the quality, health and productivity of communications and relationships between groups and organizations (employees, customers, alliance partners, etc.). For more on Deep Dialog, please visit: www.deepdialog.com

Corporate Meetings ROE/ROI Measurement: GuideStar is an industry pioneer and leader in measuring the effectiveness of large group corporate meetings and events (national sales meetings, management conferences, etc.). The Meeting Productivity Process (MPP) service includes pre-meeting and post-meeting attendee surveys, strategic pre-meeting recommendations, and post-meeting Return On Event (ROE) reports. GuideStar's Online Report Centers and large inventory of proven meeting-specific questions and benchmarks provide clients with accurate survey findings in real-time online for optimal efficiency in developing on-target events that deliver measurable results.

Internal Call Center/Help Desk Satisfaction Survey Programs: Our surveys provide you with feedback at multiple levels, from satisfaction with your overall level of support, right down to specific support queues, individual products or areas of support, and individual technician performance.

Employee Surveys That Produce Results

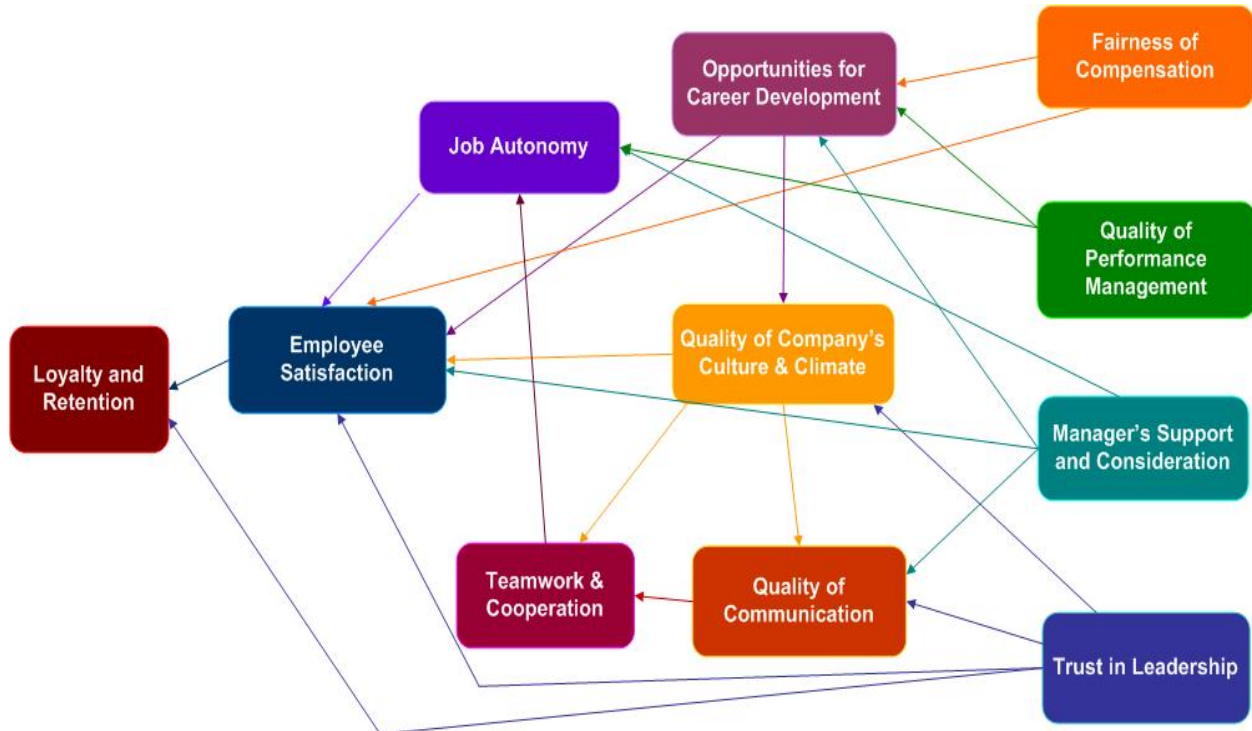
Employee satisfaction, loyalty and engagement are dimensions that need to be measured and managed to achieve improved business outcomes, increased productivity, greater commitment and lower turnover. GuideStar assists clients to better understand and improve:

- Where employees perceive the organization is delivering value to them and where it's not
- Employees' perceptions of the organization, its leadership, climate and culture
- The drivers of employee satisfaction, engagement and loyalty
- Specific actions and initiatives that are likely to have the most powerful impact on improving employees' perceptions, motivation and engagement
- The client's responsiveness to the concerns and issues that matter most to their workforce

GuideStar Analytics

GuideStar includes both proprietary and professionally accepted analytics when designing and developing custom surveys for its clients to uncover the deeper meanings in survey data.

Predictive Path Modeling: This analysis enables clients to understand the key drivers that most influence their employees' views, decisions and behavior in the organization. The predictive path model below shows the drivers which affect employee loyalty and retention in a client's organization.



Conjoint Analyses: By identifying alternative profiles around relevant attributes (e.g., benefits, salary, type of schedule, work environment, etc.), organizations can determine which solutions are most likely to increase employee satisfaction and loyalty.

Action Maps: A strategic tool that GuideStar uses to support clients' action planning, providing organizations with a clear-cut, straightforward list of action priorities.

Deep Dialog AuditsSM: A statistically-proven proprietary method that determines the quality, health and productivity of collaborative relationships between employee groups, analyzed against findings in a normative database containing more than 30,000 cases worldwide. Audit results identify specific actions that can be taken to improve collaboration and communications between groups of employees.

Relationship Ladders: The quality of employee relationships within an organization can be measured along a continuum defined as the Relationship Ladder. GuideStar Research can help clients understand the different levels of employee engagement and commitment and how relationships can be improved.

GuideStar Technology Services

GuideStar is a pioneer and leader in web-based surveys and research programs. An integrated system of GuideStar-developed online technologies support and facilitate survey services delivery from questionnaire development to complex email messaging to comprehensive real-time online reporting.

Online Report Centers (ORC)

Our proprietary Online Report Centers (ORCs) enable clients to view survey results online, in real-time, in their own custom-branded ORC. A unique hierarchy report provides views that summarize and compare findings for specific groups at selected levels in the organization. Managers at all levels can access their group's results to better understand and address their employees' needs and concerns. ORC users can:

- Enter through a user-aware landing page with an array of dynamic interactive modules presenting an overview summary of their group's survey findings, including trends, indices, etc.
- Track response rates and break them down by key segments during data collection and after
- Click on pre-set reports for instant data analysis
- Create custom reports in a "drag and drop" interface to easily produce complex reports
- View results of statistical tests and modeling procedures.
- Track improvements over time.
- Display survey findings flexibly, with user-selected report demographic segmentation of results by any population segment (e.g., functional area, line of business, geo, tenure, etc.)
- Prepare "easy to read" charts and table reports which can be printed, output to PDF, saved or emailed as well as copied to any MS Office application, including Word and PowerPoint
- Access all the comments for any group in the survey. Comments are available as verbatim listings or as ranked frequency tables showing which categories of comments are most or least frequent.

Best of all, no special software is required - nothing to install, purchase or configure. With only a Web browser, the powerful efficiency and versatility of GuideStar survey technology is available at the client's fingertips, 24 hours a day, 7 days a week.

Online Report Center Views

Our ORCs allow business leaders and managers to view and compare the responses to all survey items for each of the groups of workers that report to them. These unique, individualized, Leader Hierarchy Reports are produced as attractive PDF files at the touch of a button.

The screenshot displays the GuideStar Online Reporting Center interface. At the top, it shows the GuideStar Research logo and the text "Online Reporting Center Demonstration". Below this, it indicates "Active Survey: GS Employee Census" and "Active User: Ira Kems". There are fields for "Logged In: Ira Kems" and "Username:" with a "Logout" link. A navigation bar includes tabs for Home, Open Ends, View Report, Build Report, High/Low, My Reports, My Surveys, User Admin, Response Rates, and Action Plan. The main content area shows a "Business Leader Hierarchy Report" with a status of "Report Complete" and an elapsed time of 00:20:5. The report title is "Business Leader Hierarchy Report for Boyd, Wayne" with the dimension "My Job". Below the title is a table with columns for response categories: My Job, Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree, Responding, Favorable Change From Previous, and a legend for Favorable, Neutral, and Unfavorable Responses. The table data is as follows:

My Job	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Responding	Favorable Change From Previous	Favorable Responses	Neutral Responses	Unfavorable Responses
I can get the information I need to do my job.										
Overall	1.8%	9.2%	15.9%	60.5%	12.6%	10578	NA	73.1%	16.9%	11%
Boyd, Wayne	0%	6.6%	8.8%	65.9%	18.7%	91	NA	84.6%	8.8%	6.6%
Barrett, Charlotte	0%	0%	7.1%	78.6%	14.3%	14	NA	92.9%	7.1%	
Boykin, Brenda	0%	12.5%	12.5%	50.0%	25.0%	8	NA	75%	12.5%	12.5%

For more inside views of GuideStar ORCs,
request the complete e-brochure by calling 1-800-865-3767.

Or even better, arrange for a live online ORC tour.



Build charts and tables of survey findings, save your reports, email, print, or use them in any MSOffice compatible application. You have full control over segmentations and display options.



Build Hi Lo reports to see which areas ranked higher or lower on the survey. Sort on any field.

Access all the comments for any group in the survey. Comments are available as verbatim listings or as ranked frequency tables showing which categories of comments are most or least frequent.

Contact GuideStar Research at 1-800-865-3767 for an online ORC tour.

Client Case Brief -- IT Industry

Situation Overview

GuideStar Research was engaged by a global Information Technology leader to conduct a baseline employee satisfaction survey several years ago in 11 languages in 43 countries. GuideStar's role was to analyze employee satisfaction in the organization, and to provide both tactical and strategic recommendations for improving satisfaction for employees.

The client was also interested in developing a 360°-feedback program for individual managers. GuideStar worked with the client to develop the web-based program, which has been used continually for several years.

Strategic Research Partner

GuideStar has worked with this client to present them with the tools they need to disseminate survey results to managers across the organization. GuideStar's Online Reporting System has provided survey facilitators in the organization with the ability to slice-and-dice survey data to meet the needs of company managers. Hierarchy reports, which can be run online and printed out as a hard copy, serve as comprehensive reports about a manager's survey results.

Since the original baseline survey was conducted, GuideStar has worked with this client to run several subsequent surveys and data-gathering projects. For example, about a year after the original survey was conducted, the client decided to run a short pulse survey, using a randomly selected group of employees, to determine whether improvements had been made in a number of key areas.

Improvements in Employee Satisfaction

Using advanced statistical methods, like path modeling and action mapping, GuideStar has been able to assist its client in pinpointing which areas in the organization need the most attention. This approach has allowed the client to focus its energies on addressing first the issues that matter the most to its employees. Responses to open-ended survey questions show that employees have noticed that leaders are taking action in some areas, and appreciate the work that is being done.

The client also decided to run quarterly pulse surveys in a specific geographic region that was lagging behind other regions. The results of the pulse surveys show that employee satisfaction is gradually increasing in key areas, likely as a result of organizational interventions that have been implemented by the client. Some very low satisfaction ratings have seen improvements for each pulse survey, which represent a steady increase in employee satisfaction over time.