



stakeholder research associates

Stakeholder Surveys: Understanding the Attitudes and Opinions of Your Stakeholders

In today's complex business environment, organizations need to understand the attitudes and opinions of their stakeholders. Stakeholder surveys are a valuable tool to build that understanding.

Many organizations use stakeholder survey tools internally to monitor changes in employee attitudes over time and to compare attitudes across levels within the organization and between its different parts. Stakeholder surveys are also a valuable strategic tool to help organizations find out about the views of other key stakeholder groups, such as customers, civil society groups and the communities in which they operate.

At Stakeholder Research Associates, we help organizations explore the elements of a survey that ensure a successful outcome and the communications and other essential follow-up activities.

What are the elements of a successful survey?

Organizations differ. Each has its own unique characteristics. Our approach is to produce a questionnaire and conduct a survey that will address all of the issues that are important to stakeholders. We work collaboratively with organizations to ensure that we develop a comprehensive understanding of their needs. We also talk to a cross-section of people from key stakeholder groups via interviews and focus group discussions to explore their concerns in order to construct a tailor-made questionnaire that will provide deep and meaningful information. We also draw on our extensive experience of the technical aspects of survey and questionnaire design, ensuring independence and transparency.

What follow-up and follow-through is important?

Not all survey feedback will be positive, but providing timely feedback and responding to the issues that a survey raises indicates to respondents that the organization is invested in the relationship. This does not mean taking action hastily, but it does require a commitment to a timeframe for action so that stakeholders know when results will be communicated (through, for example, articles in newsletters, data postings on an organization's intranet with the ability to analyze data, postings on the corporate website and publication in corporate reports) and when initiatives to tackle issues raised will be launched.

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