

## PORTFOLIO DAY SURVEY RESULTS June 24, 2002

### Purpose

The purpose of the survey was to collect real-time data from executive-level SHRM members and address current issues and trends in the HR industry.

Three surveys were conducted via eePulse's Measurecom™ solution (a Web-based measurement and communication tool). SHRM portfolio members received an e-mail link to three different online Pulse Surveys™ for a three-month period prior to the SHRM Portfolio Day meeting on June 24, 2002. The surveys included questions HR professionals wanted to ask each other. Days after each of the three surveys, members were able to view an executive summary and live Pulse Reports™ with results and trend data.

At the SHRM Portfolio Day session, Theresa Welbourne, Ph.D., eePulse, Inc. President and CEO, discussed the survey findings and issues of key interest. Participants reviewed their reports and addressed what they defined as the critical human resource management issues. This data was used as a basis for interactive discussion that enabled participants to begin to develop solutions and strategies to meet their interests.

### Respondents to Surveys

154 (29% response rate)

MeasurecomReport		eePulse		
<b>Reports</b>				
<b>SHRM for 06/01/2002</b>				
All SHRM - Portfolio Organization All SHRM - Portfolio				
<b>Response Rates</b>				
Group	Instantaneous % (#)	Cumulative % (#)	Since Inception % (#)	
All SHRM - Portfolio	17% (90)	29% (154)	29% (154)	
<b>Instantaneous</b>	The percentage of the survey population that responded in this most recent pulse survey.			
<b>Cumulative</b>	The percentage of the survey population that responded at least once in the last 5 pulse survey periods.			
<b>Since Inception</b>	The percentage of the survey population that responded since the pulse survey process was started.			

### Overview of Results

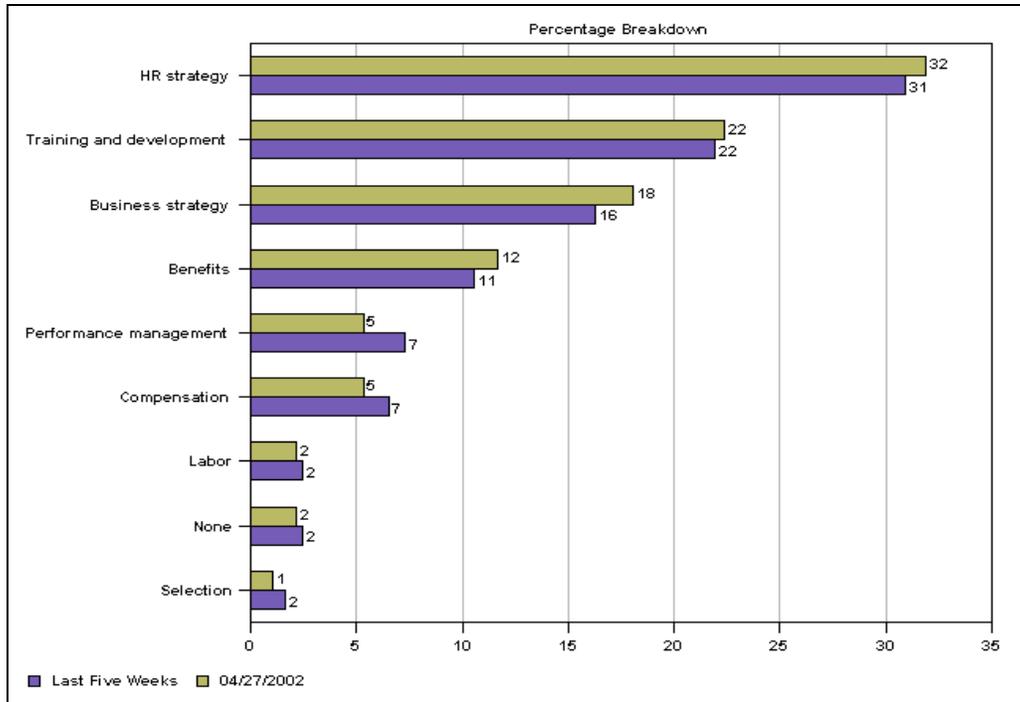
- 67% of respondents reported being in the high end of the energy scale (we asked the degree to which they were energized by their job). Very high responses on this scale equate to burnout.
- 80% felt that the pace of their work was either fast or very fast.
- 86% were either satisfied or very satisfied with their work.
- HR strategy and training/development were the key elements for energizing respondents at work.
- Personnel administration was the most de-energizing job element.
- Respondents had an average level of feeling valued within their company.

### Survey One – March 2002

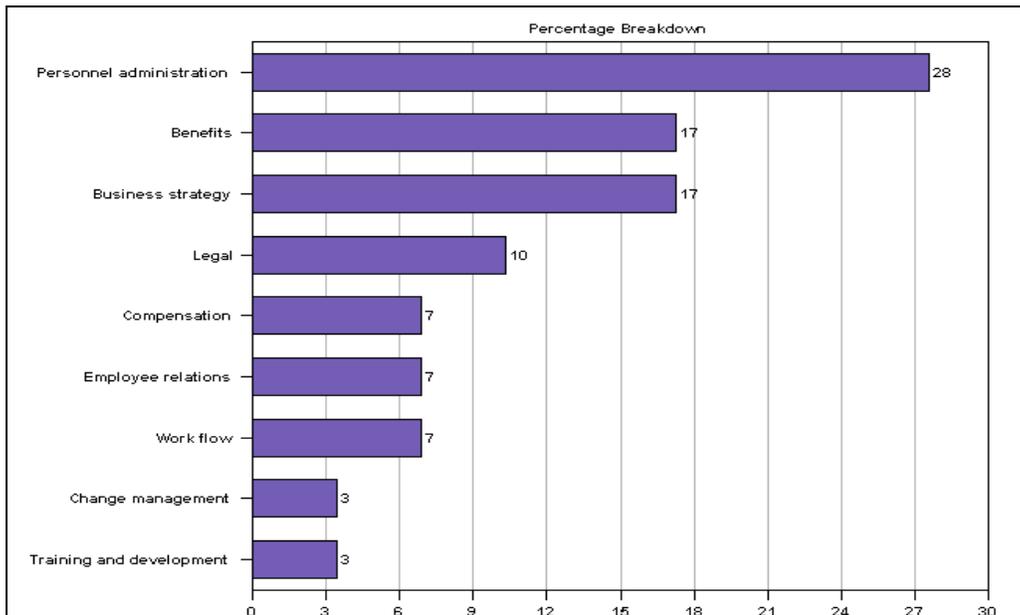
The results were consistent with results of other HR executive education programs. HR professionals think the higher-level HRM strategy work is fun, but the personnel administration work is not. This is particularly interesting as more HRM work is being outsourced every year.

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Things that energize HR professionals:



Things that de-energize HR professionals:

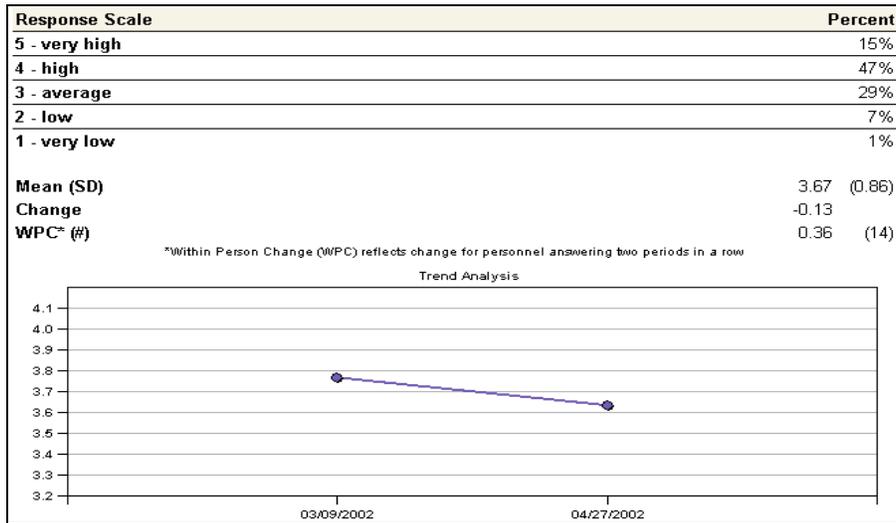


In addition to questions about the respondents themselves, we asked a series of questions about the overall workforce within their organization. The survey asked what respondents thought of the overall work ethic of today's workforce, and the answers are as follows:

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67% said high or very high when rating the work ethic of their employees  
 30% said average  
 3% said low or very low

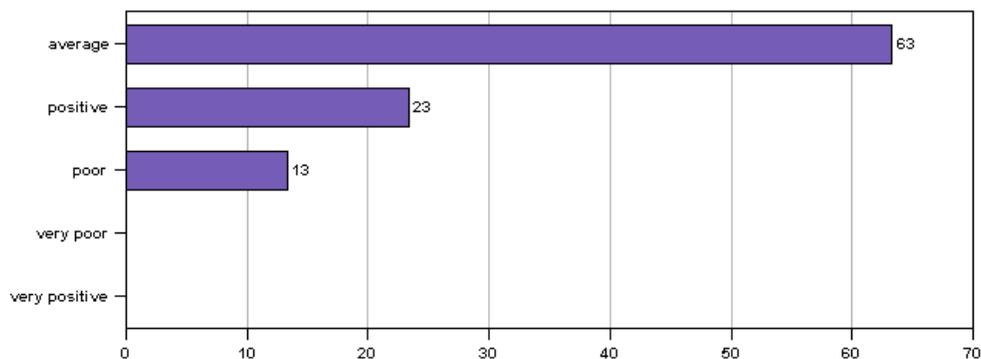
### Workforce Ethics:



In response to a question asking how respondents rated employees attitudes toward the economy, the following are the results:

23% said attitudes were positive  
 63% said average  
 13% said poor

### Economy Attitudes:



### Survey 2 – April 2002

This data set was very similar to last month. The only major difference was the energy level, or pulse. In the second survey we found that the pulse mean (pulse is the term we use for the energy metric) for was 7.6, whereas the mean of Survey One was 6.8. This 0.8 increase came from all of the new responses. The WPC was only 0.08, meaning that the people who responded to both surveys had a slight increased in their energy for their work.

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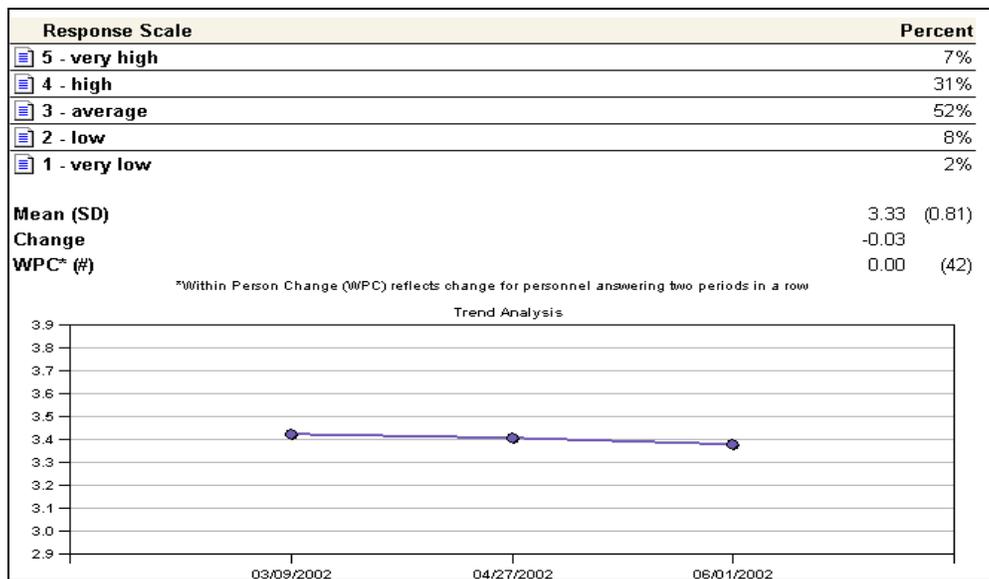
The result for the nature of the projects the group is working on is very consistent with the first survey. Most of the respondents are working on HR strategy work (32%) and T&D work (22%). This was a 4% and 1% increase respectively. Less of the respondents (5%) were working on Performance management than in March 2002 (14%). There is also less work (5%) on compensation than last month (10%).

More respondents are working on Business strategy (18%) and Benefits (12%) in April than in March (10% and 7% respectively).

The mean for the sense of urgency was a little more than average (3.45). This was a decrease of only .02 from last month. However, the WPC was an increase of .21. This means that for the 14 executives who responded last month and this month, their employees sense of urgency actually increased.

In terms of how valued employees feel, the results were almost identical to the sense of urgency results. The mean went down .02, and the WPC went up .23. However, one notable difference was the change in distribution. Though the mean was almost constant, there were changes in the distribution. More executives reported that the degree to which employees feel valued was high in April (39%) versus March (24%). There were less responses in the very high and low category. This shows that scores are closer to the median.

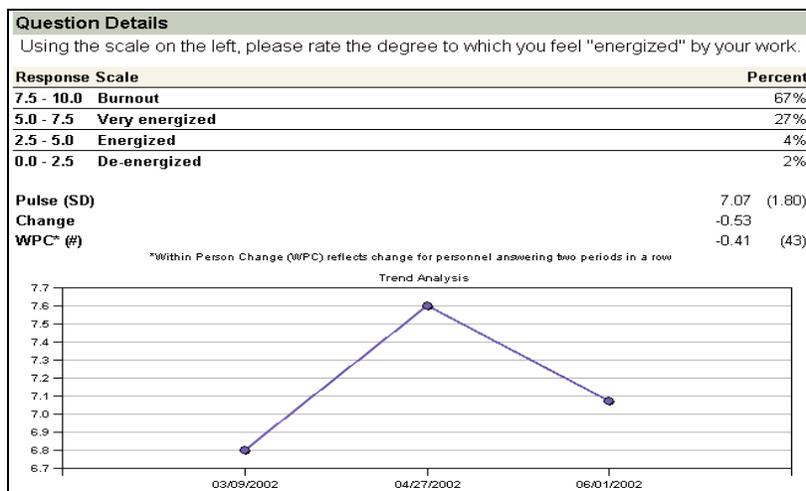
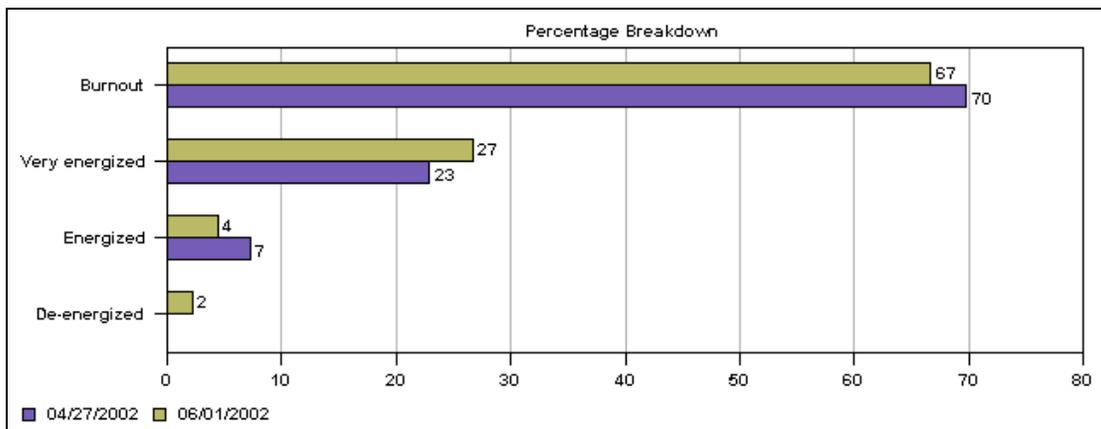
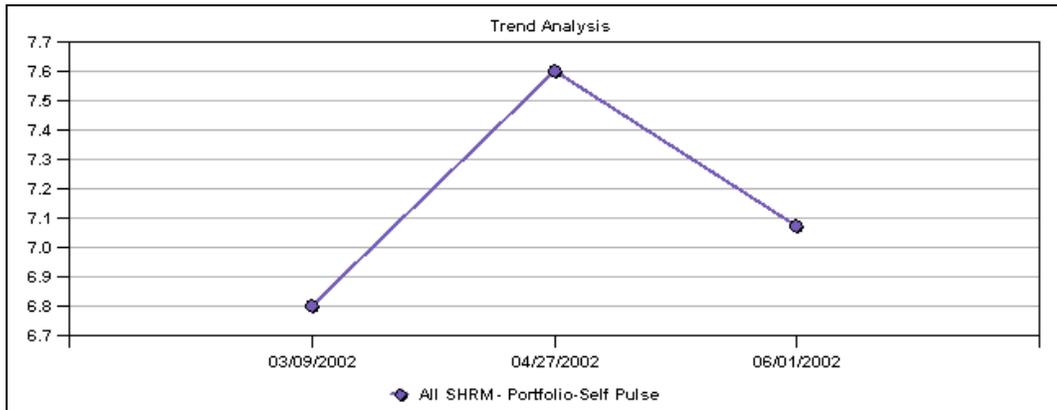
Employees Feeling Valued:



### Survey Three – May 2002

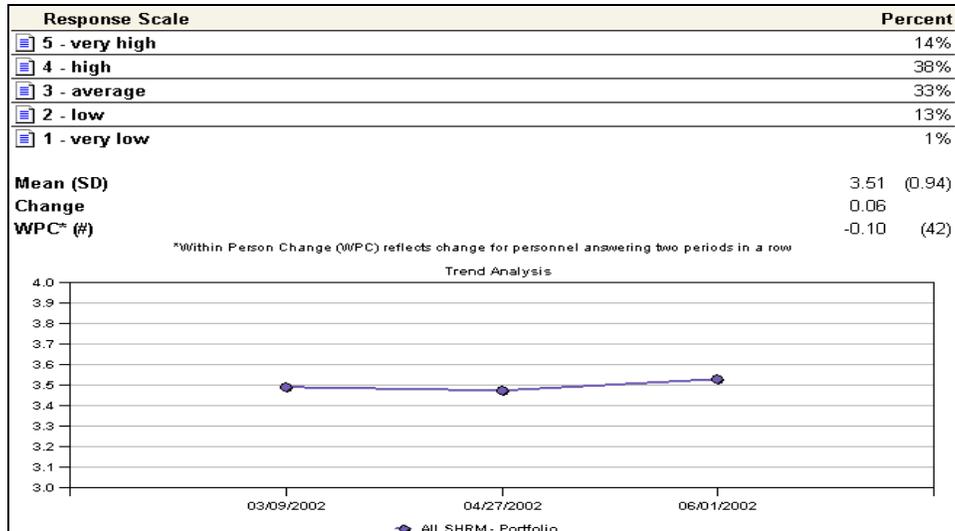
The pulse mean (or average for the energy question) for Survey Three was 7.07, whereas the mean of Survey Two was 7.6. This 0.53 decrease was slightly more than the WPC, which was a 0.41 decrease. The comments pointed to internal pressures during a time when the economy is still unstable.

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The results for the sense of urgency were mixed. Though the mean rose slightly (+0.06), the WPC actually fell by 0.10. The tone of the comments was similar to the previous month.



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### **Significant Results – Pointing to the Future of HR**

The results for keeping the view of HR as strategic were very informative. They pointed to two different approaches: a “what to do” approach, and a “how to do “ approach.

What are members doing? 36% reported they operate with a “business focus” in mind. When their peers see that their HR support is contributing to the bottom line, they view it as a strategic asset. 12% reported that they use “progressive approaches” to operate HR. Their peers see that what HR is doing is very new and different, and they take notice.

How are members keeping HR viewed as being strategic? 43% of members report that the best way to accomplish this is to partner and/or participate with the senior executive team. Forging these relationships is of chief importance. This relationship can then give them access to trying out new and different approaches and/or being a part of the core business planning.

Also informative was that 8% of the respondents said that they could not do anything. HR is not viewed as strategic in their organizations. They are stuck in traditional commodity HR work.

For additional information about this survey, please write to [info@eepulse.com](mailto:info@eepulse.com) or visit [www.eepulse.com](http://www.eepulse.com).