

Conduct an Evaluation

Walkarounds

How do people address each other?

What are the clues to status or job: dress, parking, eating area?

How do people get together: in closed offices, in the hall?

What is on the bulletin boards?

Does the suggestion box look used?

Are there any motivators on the walls, such as signs or posters?

Do people seem busy and happy with their work?

Lunchroom surveys

Are informal discussions going on at the lunch table, or at the vending machine?

What are people talking about?

What are they worried about?

What's the grapevine saying?

Informal discussions

What are people's concerns when you get them together?

How do people react when you bring up business topics?

Is there some pattern to what people are saying?

Are their stories about successes or failures?

How do people view the company's future?

How do people see their future with the company?

Reading viewing communications materials

Is the newsletter coming out on time?

What kind of stories is it telling: bowling scores or production reports?

What do the press clippings look like?

Is there a company magazine? What is it talking about?

Feedback channels

Are the notes in the suggestion box being read?

What's on the 800-line?

What is the sales/field force reporting?