



## Satisfaction survey

**objective:** to identify and formalize motivation and demotivation factors within a team of executives or specialists

**methodology:** tailored to the context of the survey, this consists of five steps: need analysis, formation of the panel and interview guidelines, information gathering, analysis/summary and preparation of a report, presentation of outcomes with feedback to the panel

**key point:** there are numerous factors outside of income to take into account to attract/retain the best elements

**fees:** these are calculated on the basis of the number of days the consultant spends on the brief and generally are somewhere between CHF 10,000 for a small group and CHF 50,000 if the survey relates to an entity of some size

**purpose:** a satisfaction survey is suited to any situation where it is important to know what are the factors of attraction and demotivation together with the relative weight thereof

### **The fortitude difference:**

ensuring that recruitment becomes part of the **dynamics** of human resource management, in particular with respect to executives and managers, **optimizing their performances** and therefore those of the **company as a whole**.