

Appletree

APPLETREE SURVEYS

Our surveys remove ambiguity, generalisations and perspectives by providing clear data which accurately portrays the status quo. All of our surveys measure against key dimensions and include standard questions based on the survey offering, as well as an allocated amount of questions which speak directly to our clients context.

Our analysis work is used as a benchmark to measure the success of ongoing culture work and interventions. Surveys can be run at a specific point in time (bi-annually, annually, etc.) or we can create a dashboard for continuous measurement and reporting (e.g. onboarding and exit surveys).

OUR SURVEY OFFERINGS

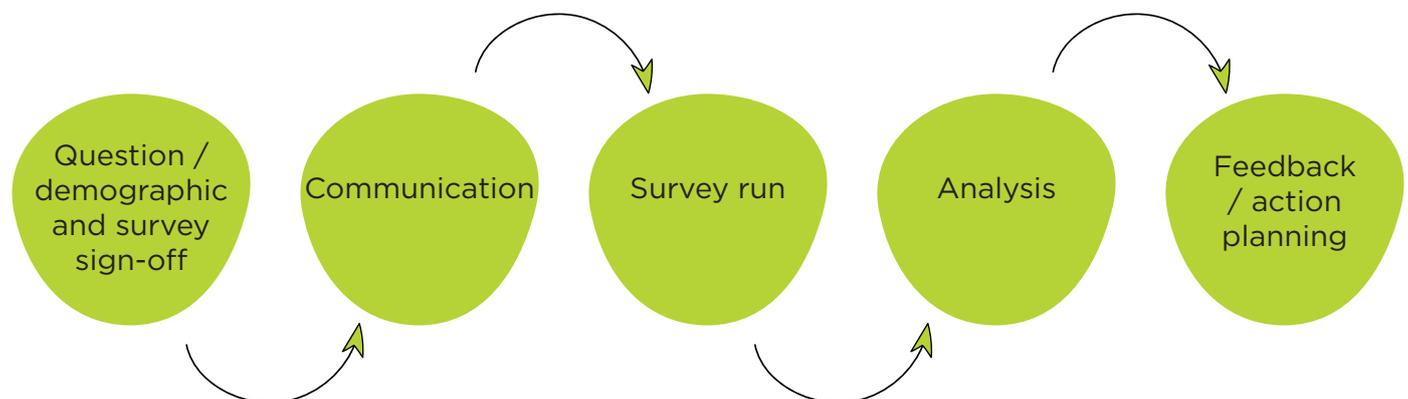
We provide the following surveys, each of which provide the client with data relevant to their culture:

- Exit surveys (ongoing dashboard for continuous measurement)
- Onboarding surveys (ongoing dashboard for continuous measurement)
- Wellness surveys
- Culture/Engagement surveys
- 'Living the Values' (value alignment - understanding vs. living) surveys
- Leadership and change specific surveys
- 360° assessments
- Stakeholder/client surveys
- Qualitative offerings - focus group and reporting design
- Covid specific surveys*

*Covid-19 is having a massive impact on individuals, our business, our country and the world and this survey helps businesses navigate this challenge successfully whilst staying true to their values.

THE SURVEY PROCESS

All surveys are wholly administered, and project managed by Appletree.



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Design:

- Demographic and question design
- Logistics sign off
- Testing

Communication:

- All staff communication outlining focus and intent
- Distribution or provision of templates for internal distribution

Survey Run:

- Launch of survey
- Daily progress reports
- Email reminders
- Daily support

Analysis:

- Data consolidation and analysis
- Reporting

Feedback:

- Feedback presentations
- Staff communication
- Action planning

WHY USE APPLETREE SURVEYS?

- **Full project management** - All surveys are wholly administered, and project managed by Appletree.
- **Integrated approach** - Once the survey is run, we partner with clients to build a culture strategy based on the findings and provide support on any culture interventions needed. Both the focus grouping step and the culture strategy step are supported by a team of Appletree partners/consultants who work alongside the business to drive a positive shift.
- **Anonymity** - No personal details are tracked or traced and we take great care to ensure that we maintain a safe space for feedback. Demographics are carefully handled and we handle the reporting of demographics in a way that does not compromise the confidentiality of participants by only reporting on demographic groups of 5 or more employees.
- **Full customisation** - Appletree designed surveys are customised specifically for clients and always link back to the business values and desired culture
- **Alignment and dashboard capability** - Exit surveys, onboarding surveys and engagement surveys can all be aligned and tracked over time to monitor the culture and any shifts and changes.
- **Cost effective** - Our surveys are not run on an expensive platform that requires a subscription or user fee and are costed accordingly.



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YOUR SURVEY LEAD



Angela Linnetts has been heading up Appletree surveys for over 3 years. She has over 14 years corporate experience with a specific focus on culture. Angela designed and administered culture surveys and qualitative interventions for thousands of employees within one of South Africa's largest corporates for over 8 years.

Her core focus is leveraging data to ensure accurate decisions are made in the strategic development of good culture within organisations. Angela brings a keen eye for what really counts, a commitment to ensuring surveys run ethically, attention to detail and a heart to see organisations truly benefit and grow.

WHAT OUR RECENT CLIENTS HAVE TO SAY:

'It gave us a very good sense of where our staff were sitting in terms of their state of mind and managing this very strange narrative.' – Commercial Director (Logistics business) on our 'Back to business unusual' Covid survey

The survey provided.... 'a clear indication of how our employees understand and internalise our company values and how they live them out day to day; finally, areas to improve upon. Department specific feedback made it easier to identify successes and improvements... the repeat survey this year will provide a comparison and opportunity for reflection on how the Values barometer has moved. Working with Angela has been brilliant.' – Head of Customer Engagement (Insurance business) on our Value alignment survey

'The measurement process gave us a better understanding of our employees, team dynamics, behaviours and perceptions.' – Transformation Manager, (Petrochemical business) on one of our qualitative interventions

'The process provided data that was used to measure, develop and enhance the company culture. I am very happy with the service and the mechanisms that were employed' – Operations Director (Engineering business) on our Culture survey

'Thank you for this enlightening output and I value the refinements since last year (I'm also really pleased that we pushed ahead and carried it out again this year despite all the distractions)'...
'Good work this... (please convey my thanks to Angela and the team at Appletree)' – CEO (Insurance business) on our Value alignment survey



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