

ACME Digital

Organizational Analysis Survey

Total Surveys: 102
Completed Surveys: 71
Survey Response Rate: 70%

Table of Contents

1 Summary 3

- Section 1.1 : All Division Managers 4
- Section 1.2 : All Managers 5

2 West Division 6

- Section 2.1 : West Division Managers 7
- Section 2.2 : West Managers 8
- Section 2.3 : Branch X 9
- Section 2.4 : Branch Y 10
- Section 2.5 : Branch Z 11

3 East Division 12

- Section 3.1 : East Division Managers 13
- Section 3.2 : East Managers 14
- Section 3.3 : Branch A 15
 - Section 3.3.1 : Team 1 16
 - Section 3.3.2 : Team 2 17
 - Section 3.3.3 : Team 3 18
 - Section 3.3.4 : Team 4 19
 - Section 3.3.5 : Branch A Teams 20
- Section 3.4 : Branch B 22
 - Section 3.4.1 : Team 1 23
 - Section 3.4.2 : Team 2 24
 - Section 3.4.3 : Branch B Teams 25

4 Comparisons 27

- Section 4.1 : West, East and Combination 27
- Section 4.2 : West Division 29
- Section 4.3 : East Division 31

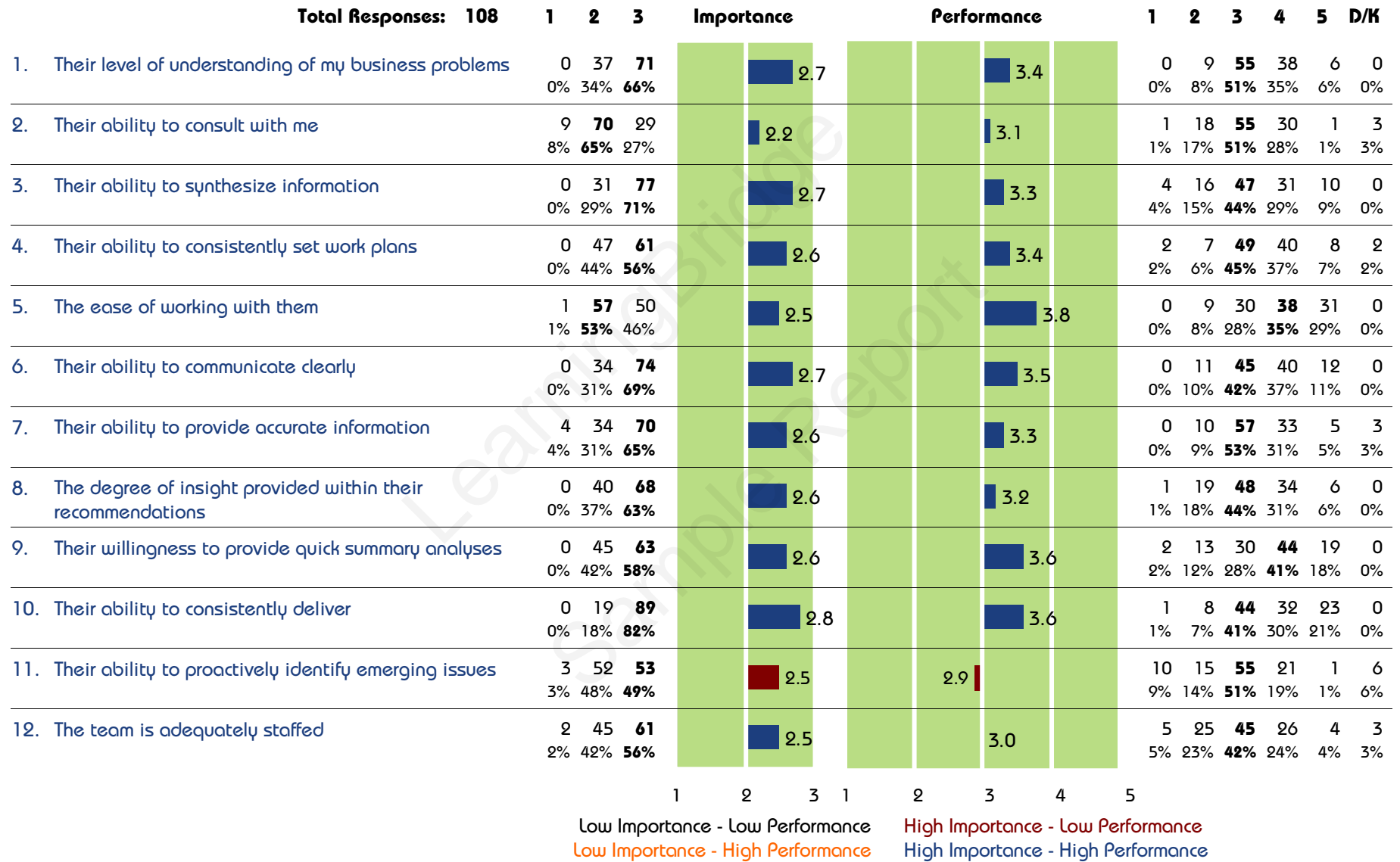
5 Comments 33

Only the first page of each section is shown in this sample report.

Section 1: Summary

Results for the entire organization

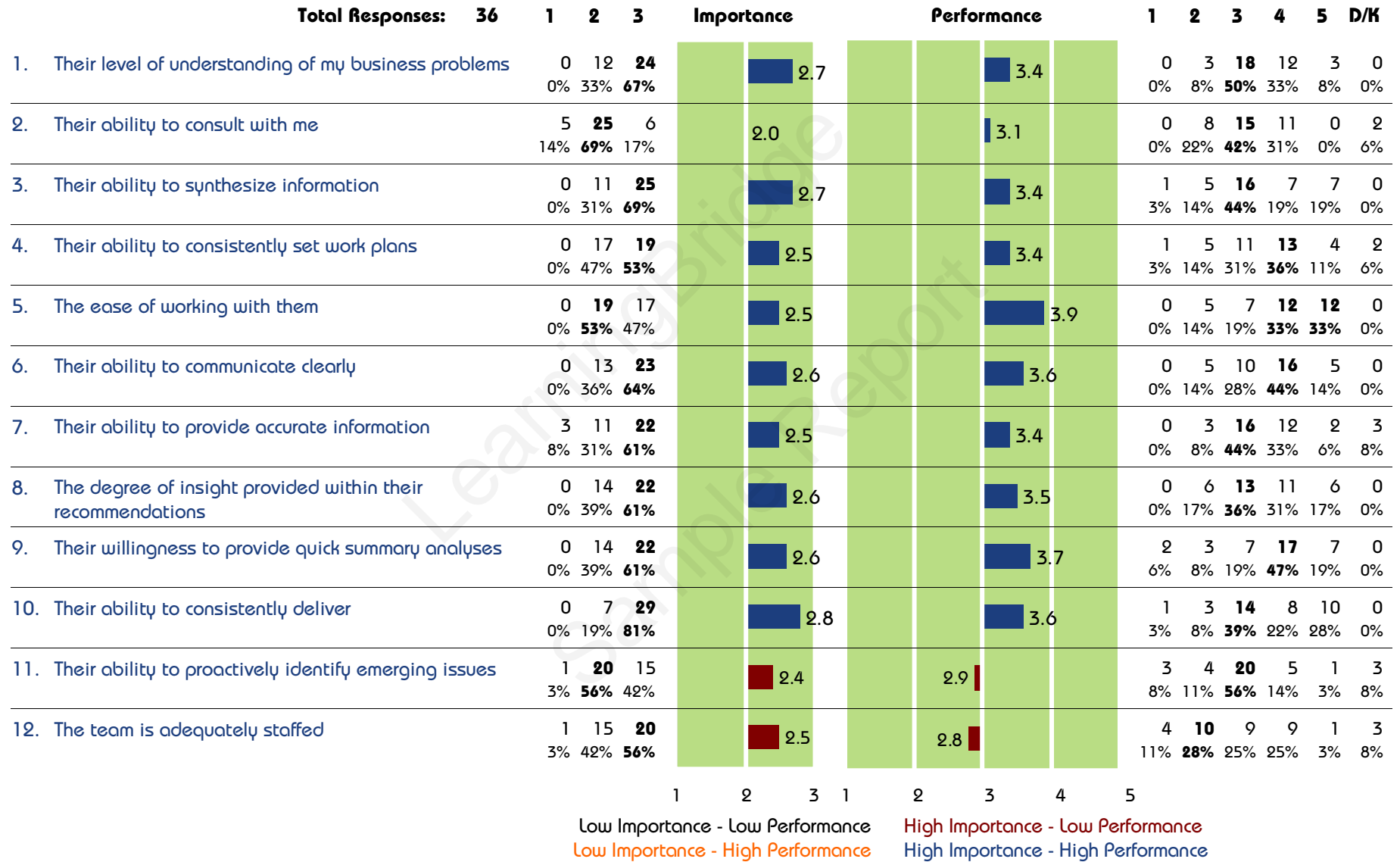
ACME Digital



Section 2: West Division

Results for the entire West Division

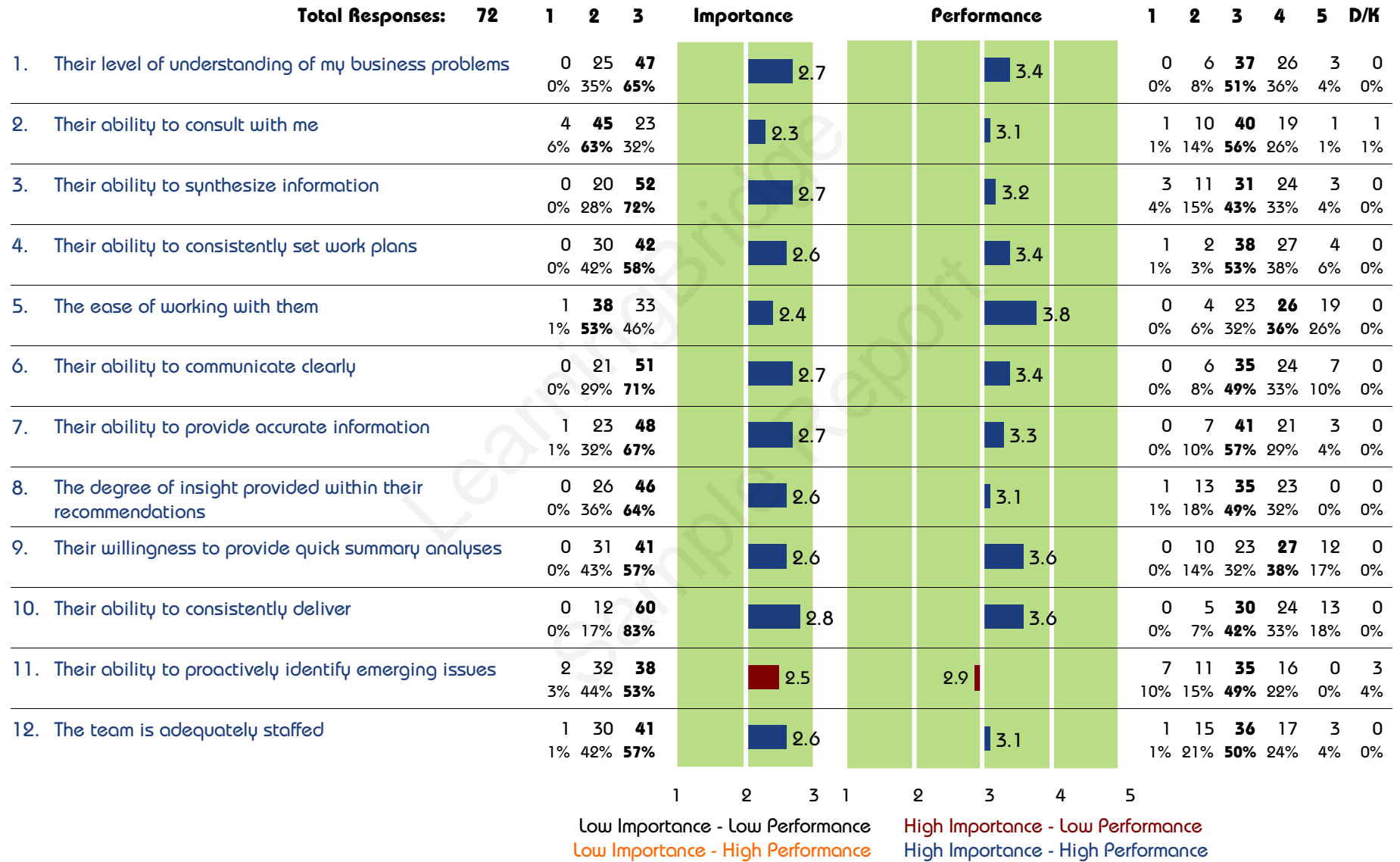
ACME Digital



Section 3: East Division

Results for the entire East Division

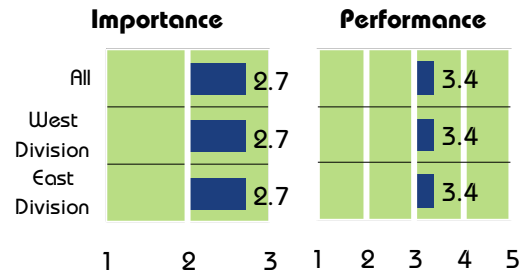
ACME Digital



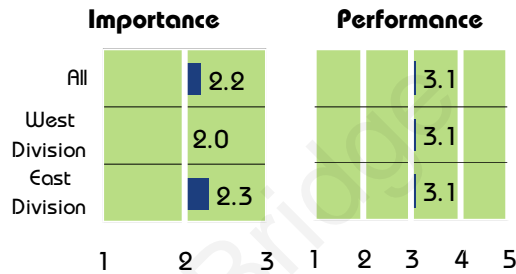
Section 4.1: West, East and Combination

Compares the two Divisions to the entire organization

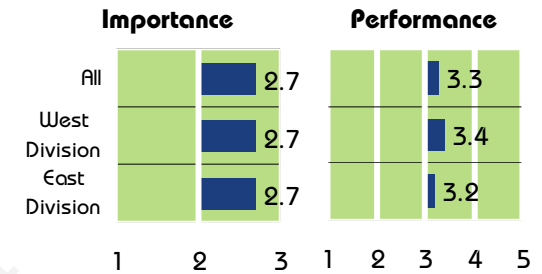
1. Their level of understanding of my business problems



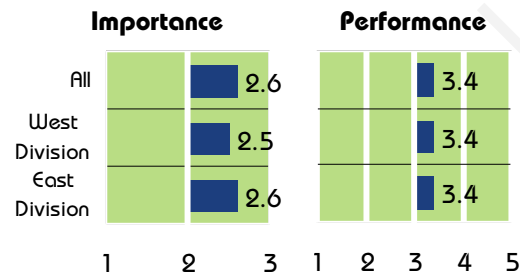
2. Their ability to consult with me



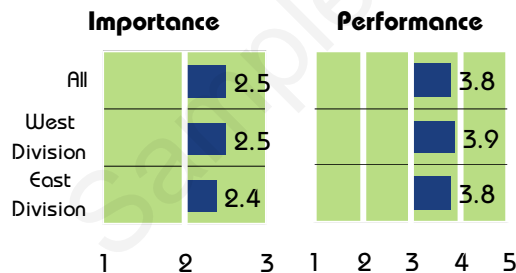
3. Their ability to synthesize information



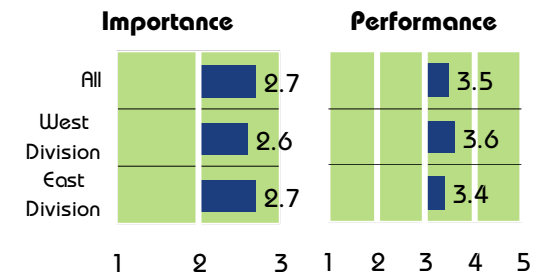
4. Their ability to consistently set work plans



5. The ease of working with them



6. Their ability to communicate clearly



If Acme Digital were to make one major improvement in what we do, what should it be?

Branch X

- Become an extension of the Acme marketing team
- They do not react well to a changing business environment and rapidly produce data. They need to understand beyond a specific category to provide benchmarks from other Acme Digital and competitive responses.
- More guidance and participation at the work force level by the directors
- Ensure appropriate training needs are identified and provided. types of research change, new types of projects might arise, etc and I don't see a resource/mentor for people to work with to learn about new projects.
- Spend time with the sales force
- Be more proactive and consistently translate analysis into recommendations
- Encourage your team to be more proactive and less reactive. Advise with confidence and conviction.

Branch Y

- Be more proactive rather than reactive. Make recommendations to me about the best way to approach research - don't just follow instructions. Add value.
- Be as strong a stakeholder in brand performance as product management is by getting as close as possible to the brand team strategies and implementation of tactics to facilitate research, measurement and idea generation.

Branch Z

- The level of staffing / support needs to be greatly enhanced to meet our needs
- Hire someone who understands the market
- Agree product commitments and timelines with brand team and deliver results as per joint agreements
- Have adequate resources to allow in-depth analysis of information, to identify trends, glean insights and provide recommendations.
- Appropriate resourcing to meet our business needs
- Staffing and experience seems to be a development need