

## Sample Survey Questions

A written survey is used to collect information from a wider audience of stakeholders than can be obtained through interviews.

The purpose of the survey questions is to 1) verify stakeholder consensus regarding the opinions of the leaders who were interviewed; 2) quantify stakeholder opinion regarding the current state, future direction and desired profile for the organisation; and 3) collect personal opinion statements about issues and problems.

The following questions are examples of survey questions that have been used by CIF Associates.

### *Sample Opinion Survey Questions*

The opinion survey begins by asking participants to indicate the degree to which they agree or disagree with statements about the organisation. Additional open-ended questions provide an opportunity for stakeholders to identify challenges that may have been missed by decision-makers and to provide creative solutions to major threats or problems facing the organisation.

The following questions are only examples. Each question relates to a question asked during the interviews. The depth and breadth of the opinion survey depends on the needs of the organisation and the diversity of the interview responses.

1. The organisation is currently doing all that it can to carry out its purpose and mission.

5	4	3	2	1
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree

In your opinion, what should the organisation do differently to better carry out its mission?

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2. Changes in the organisation's political, economic, social/cultural, or technical environments have created a need for the organisation to change its vision, mission, or business plans.

5	4	3	2	1
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree

3. If you strongly agree or agree with the statement in question 2, how do you think the vision, mission, or business plan should be changed?

Vision: \_\_\_\_\_

Mission: \_\_\_\_\_

Business Plan: \_\_\_\_\_

4. It has been suggested that the organisation is weak in several areas. To what extent do you agree or disagree with the following statements about the organisation's weaknesses?

5 Strongly Disagree	4 Disagree	3 Neither Agree nor Disagree	2 Agree	1 Strongly Agree
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- 4a. The organisation has too many service recipients. 5 4 3 2 1
- 4b. The organisation is unable to generate all of the income it needs. 5 4 3 2 1
- 4c. The organisation's (list stakeholders) have lost their energy. 5 4 3 2 1
- 4d. The organisation's (list stakeholders) are unwilling to change. 5 4 3 2 1
- 4e. What other weaknesses are impacting the organisation's ability to carry out its mission?
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5. It has been suggested that the organisation use the following strategies to overcome its weaknesses. To what extent do you agree or disagree with each strategy?

- 5a. The organisation should stop providing services to (list). 5 4 3 2 1
- 5b. The organisation should charge service recipients a fee. 5 4 3 2 1
- 5c. The Creative Initiative Process will help reenergize the group. 5 4 3 2 1
- 5d. Creative Initiative will increase organisational innovation. 5 4 3 2 1
- 5e. Can you suggest any other strategies the organisation might use to overcome its weaknesses?
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6. It has been suggested that the organisation is facing several challenges. Rank the following challenges according to how much you think each will impact the organisation's ability to carry out its mission. Give 5 points to the most serious challenge, 4 points to the next serious challenge, and so forth. Your total should equal 15.

- 6a. The government is changing the ways it regulates our services. \_\_\_\_\_
- 6b. We have no one to replace our CEO who is leaving in six months. \_\_\_\_\_
- 6c. Our office cannot accommodate all of our employees. \_\_\_\_\_
- 6d. Our computer system is unable to deliver any of our services on line. \_\_\_\_\_
- 6e. Employees, who have not had a raise in 3 years, may go on strike. \_\_\_\_\_
- total 15

7. Can you identify any other significant challenges that might affect the organisation's ability to carry out its purpose?

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8. How do you think the organisation should deal with this challenge?

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9. Explain how you think the organisation might benefit from Creative Initiative Workshop.

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10. Do you have any additional input or suggestions for the CIF Associate or workshop participants?

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Thank you for completing the survey. Your opinions are important and will be presented to all of the workshop participants.