

FIRM FOUNDATION

*Advice, Tools & Resources for **CPAs***

People Survey '08



Employees today want to tell their employers what they think – and have their opinions taken seriously. To help firms attract and retain key people, Firm Foundation offers an annual Internet-based People Survey. Participation in People Survey '08 demonstrates a continuing commitment to listen to your team members, take their concerns to heart, and remain accountable to being an employer of choice. With recruiting and retention the #1 issue accounting firms face today, assessing and ensuring employee engagement is critical. Our People Survey can help!

People Survey '08 offers increased value with an added dimension: employee engagement. Last year RSM McGladrey's People Survey focused on engagement with eight specific "engagement" questions and two "intent to stay" questions in the survey.

As RSM McGladrey reviewed its survey results, a compelling awareness emerged: key elements of an engaging employee experience have a direct impact on financial results. We recognized a significant causal relationship between employee engagement (as measured by survey questions) at a specific Economic Unit (EU) with the revenue performance of that EU. Research shows that highly engaged workforces have higher retention and customer loyalty along with being more productive and more profitable.

People Survey '08 will not only include the same survey questions as in the past but add an engagement dimension to increase the survey's value.

People Survey Benefits

- Gain a broad picture of the level of engagement of your employees
- Allow team members the opportunity to offer confidential input and demonstrate open communication
- Foster positive relationships by indicating genuine concern for team members and their opinions
- Focus on drivers of engagement to direct priorities for action
- Determine if firm leaders are effectively handling people issues
- Benchmark with other firms
- Gain insight on firm-specific issues

Features of Basic Survey Package

Firms will receive this survey data in spreadsheets:

- 48 survey questions, one ranked question relating to continuing career satisfaction, and one open-ended question about improving the employee experience
- Overall data including demographic reporting by level, gender, department, and length of tenure (for at least five respondents in a group). Partner scores are reported separately.
- Favorable and unfavorable ranking of questions for entire firm
- Unfavorable ranking of questions for all demographic groups
- Survey comparison of your firm with participating firms



Additional Features of Enhanced Survey Package

Firms will receive all the information included in the Basic Survey Package plus the following:

- Written report highlighting executive summary, engagement score, strengths and concerns, demographic issues, recommendations on areas to address, and implementation suggestions
- Personalized web conference graphic presentation and consultation with management group
- Personalized web conference presentation for your team members
- Ability to add four custom questions (additional cost)
- Reports and analysis for individual offices (additional cost)

Customized Enhancements

Perhaps you have recently adopted policies, implemented programs, or are seeking feedback on issues specific to your firm. Firms selecting the Enhanced Survey can add four questions in a multiple-choice format to gauge the effectiveness of firm-specific matters.

Interpretation and Implementation Assistance

To help understand and analyze results, a customized PowerPoint presentation is presented to the firm's partner group (enhanced option). Via webcast, we graphically illustrate your firm's strengths, concerns, engagement, and benchmark your responses to the composite group of accounting firms – as well as provide guidance in discussing implications, addressing the level of engagement, and taking action. We follow with a presentation to your team as the outside "experts" highlighting the strengths of your firm.

Your Investment and Our Guarantee

Your membership in Firm Foundation includes participation in People Survey '08 at no additional cost (a value of \$1,995). The enhanced package is \$1,495, a small price to pay to demonstrate value and help you retain team members. Adding up to four custom questions is \$500, and each individual office report is \$500. We guarantee the value of the survey will equal or exceed your investment.

How do we sign up?

Complete the attached form and return to Joy Reutter (joy.reutter@rsmi.com or fax 309.673.9852) by Wednesday, June 25.

Questions?

Please contact Joy Reutter at 800.537.7188.



FIRM FOUNDATION

Advice, Tools & Resources for CPAs

People Survey '08

Please indicate your firm's participation in People Survey '08 by completing and returning this form by **Wednesday, June 25**. Thank you!

Our firm will participate in the **Basic People Survey**.
We have _____ team members including partners.

Our firm will participate in the **Enhanced People Survey**.
We have _____ team members including partners.

Please list your office locations and number of team members as well as whether or not you'd like individual office reports.

Location	Number of Personnel Including Partners	Check for Individual Office Report (enhanced only)

Enhanced Survey Option

We would like to add custom questions. Please contact me.

People Survey contact to receive correspondence _____

Managing Partner Signature _____

Firm _____

Date _____

Please return to Joy Reutter (fax 309.673.9852 or joy.reutter@rsmi.com) by Wednesday, June 25.