




# QUESTIONNAIRE DESIGN WORKSHOP

 MARCH 12, 2024, 10:00 AM TO 5:00 PM

 INDIAN MERCHANT CHAMBERS (IMC)

## Introduction

Many organizations invest heavily in projects and processes for various departments to deliver quality products and services. It becomes essential to gather feedback on various aspects of those projects and services to get a clear view about their success. Questionnaires become an important tool to get feedback, thus helping the organization to improve the processes further.

Designing good questionnaires is the key to better decision-making, improve productivity and increase effectiveness. Questionnaires give an insight into the market, customers, stakeholders, and employees.

The workshop is designed to equip individuals to develop questionnaires for their respective organizations so that they can gather quality feedback from all stakeholders.

## Objectives

The workshop aims to develop competencies in professionals to design efficient questionnaires.

In the course of the workshop participants will

- design two questionnaires
- use google forms and SurveyMonkey to design questionnaires and collect responses

## Methodology

The workshop methodology capitalizes on experience of the trainer to make the workshop activity driven with activities ranging from case studies, games and role plays to imbibe the practical aspects of a questionnaire. Participants will get the opportunity to develop two questionnaires for their respective organizations.

# Content

## The world of questionnaire design

- Why use, when to use, where to use and how to use questionnaires
- What happens when you ask someone a question

## Mechanics

- Process of designing a questionnaire
- Types of questions
- Variables and attributes
- Levels of measurement

## Skills

- Generate 100 questions
- Persuade people to respond to questions
- Questionnaire design as an idea generation tool
- Overcome fear to ask questions
- Going deeper into the problem statement by asking the right questions

## Design a questionnaire for your workplace

- Design and implement two end-to-end questionnaires
- Create one questionnaire in 'Google forms'
- Create one questionnaire in 'SurveyMonkey'
- Present the questionnaires and their results to stakeholders

## Ethics in questionnaire designing

- Dos and don'ts
- Transparency

## Who Should Attend

Executives from Sales and Marketing, HR, Production, Purchase, Engineering, Information Technology, Finance, Administration, Operations, Corporate Social Responsibility, and Practitioners in Public and Private Sectors.

## Facilitator

Dr. Sonali Wagle is the founder and director of Exponential Advisory.

## Administrative Information

Date: March 12, 2024

Time: 10:00 am to 5:00 pm

Registration Fees: Rs. 7500 + GST

Venue: Indian Merchant Chambers, Mumbai

Website: [exponentialadvisory.co.in](https://exponentialadvisory.co.in)

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# About Exponential Advisory

## About Exponential Advisory

- Exponential Advisory was formed in 2009 with a focus on HR and training.
- The Mission of Exponential Advisory is ‘To make HR and Training a Profit Centre.’
- Consulting and training – strategic HR, measurement and evaluation, leadership, HR and skills audit, training and OD, performance management, HR analytics, and surveys.
- Exponential Advisory ventures in Evaluation and Measurement – 2012.
- First two-day in-house workshop – 2013, Mumbai, India.
- First two-day public workshop – 2013, Mumbai, India.
- First PSU workshop on leadership and management development – 2014, Assam, India
- Exponential Advisory expands to other Asian Countries – 2015.
- Distinguished contribution to developing Indian Case Studies in the areas of HR.
- Exponential Advisory celebrates its 9th anniversary – 2018.
- Leadership and HR studies were undertaken for corporates for industries such as oil and gas, power, energy, automotive, IT, banking and finance, consulting, retail, BPO, pharmaceutical, telecom, and media.
- One-day, two-day, and three-day workshops are offered internally and publicly throughout the year by Exponential Advisory.
- Recipient of the Brandon Hall, USA, – 2018.
- Exponential Advisory Celebrates its 10th anniversary – 2019.

## Clients

### Public Center Enterprises (PSEs)

- National Thermal Power Corporation (NTPC)
- Oil India Ltd. (OICL)
- Indian Oil Corporation Ltd. (IOCL)
- Oil and Natural Gas Corporation (ONGC)
- NTPC-SAIL Power Company Pvt. Ltd. (NSPCL)
- North Eastern Electric Power Corporation Ltd. (NEEPCO)
- General Insurance Corporation of India (GIC)
- Hindustan Petroleum Corporation Ltd. (HPCL)

### Private Limited Companies

- Viacom 18
- 3G Global Services
- Mahindra Finance
- Mahindra Tractors
- TCS
- Goodlass Nerolac
- L& T Infotech
- USV Pharmaceuticals
- Alembic Pharmaceuticals
- Hyper City
- Positive Packaging