

Can Employee Satisfaction Surveys Really Work?

**CEOs and Managers Discuss Survey Success with
Peter Barron Stark Companies**

Throughout our twenty years of experience as management consultants we have been conducting [Employee Opinion Surveys](#), also known as Employee Satisfaction Surveys, in hopes that the feedback would enable management teams to build organizations that are even more productive and profitable. Many times people ask the question, “Is the goal of an Employee Satisfaction Survey to make the organization more ‘warm and fuzzy’?” While we are certain that some CEOs or Human Resource professionals would say that is the goal, the majority do not...

This article has been updated and moved [here](#). For more information on Employee Satisfaction Surveys, please visit www.employeeopinionsurveys.com.