

— The Mason Center for —
Team & Organizational Learning



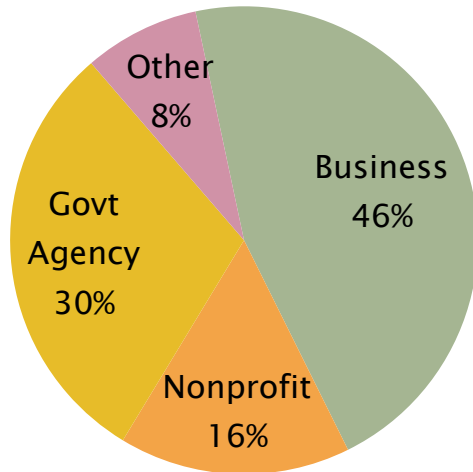
The EDGE @ Arlington

Market Assessment Survey Analysis of Findings

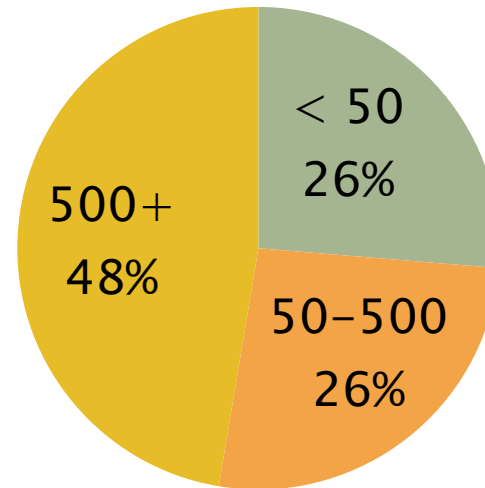
October 9, 2012

Profile of Respondents (n=75)

What type of organization do you work for?

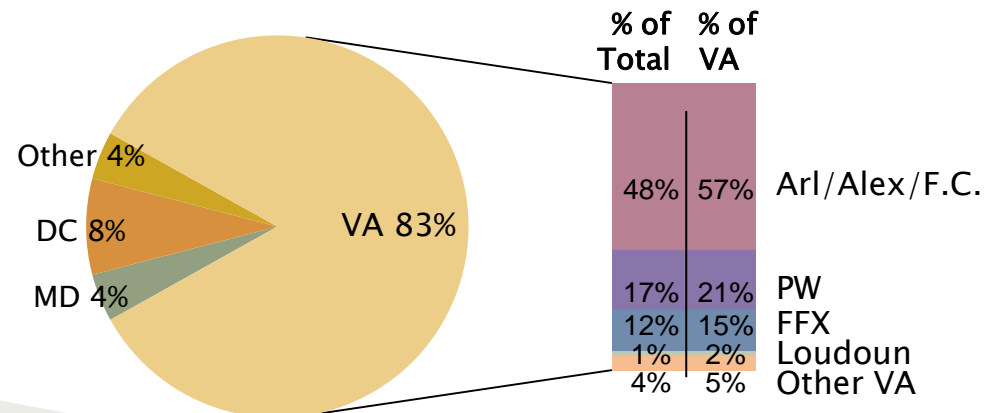


How many employees work at your organization?



25% of respondents identified their job function as “Executive/Senior Management”

Where is your office located?



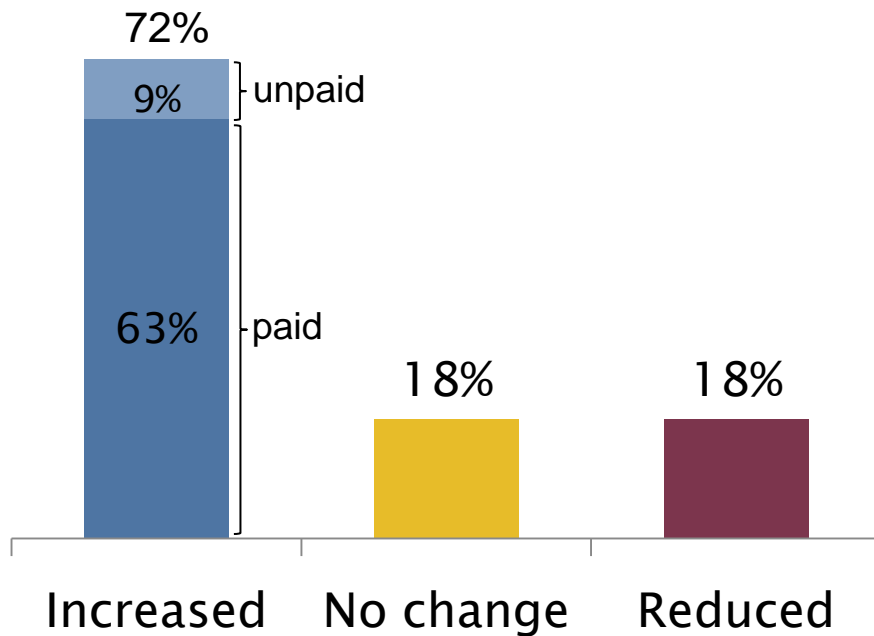
Key Findings

- ▶ Interest in professional workshops and teambuilding programs is high
 - Open-registration indoor workshops and outdoor teambuilding programs are equally popular, in general
 - Indoor teambuilding is least popular
 - Interest decreases when asked specifically about “Challenge Course programs in Prince William County near Manassas, VA”
- ▶ Respondents indicated a preference for highly-tailored, positive programs
 - A positive message about maintaining highly functioning teams, improving communication, and increasing collaboration will likely resonate
 - Business conditions suggest opportunity for on-boarding/orientation programs
 - Emphasizing solutions for virtual offices would also be worth pursuing
 - Open-ended responses suggest an opportunity for ProfessionalEDGE staff to create ongoing consulting relationship with clients
- ▶ Arlington receives high marks
 - Most say Arlington is easy to get to
 - They rate the meeting facilities at the Mason-Arlington campus highly

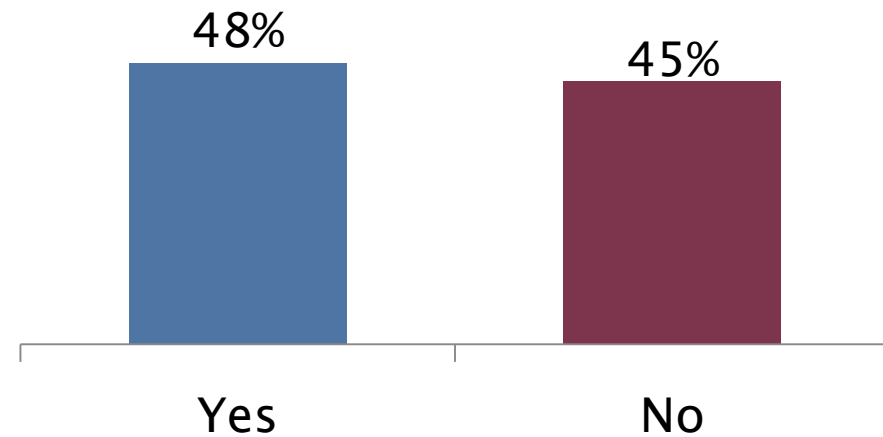
NOTE: Given relatively low sample sizes, survey findings are informative and offer helpful guidance, but, do not allow conclusions to be drawn about the entire universe of businesses in Northern Virginia

Reported Personnel Growth and Frequency of Intern Programs Suggests An Opportunity to Emphasize Onboarding/Orientation as a Focus Area

How would you describe your organization's personnel growth during the last 12 months?

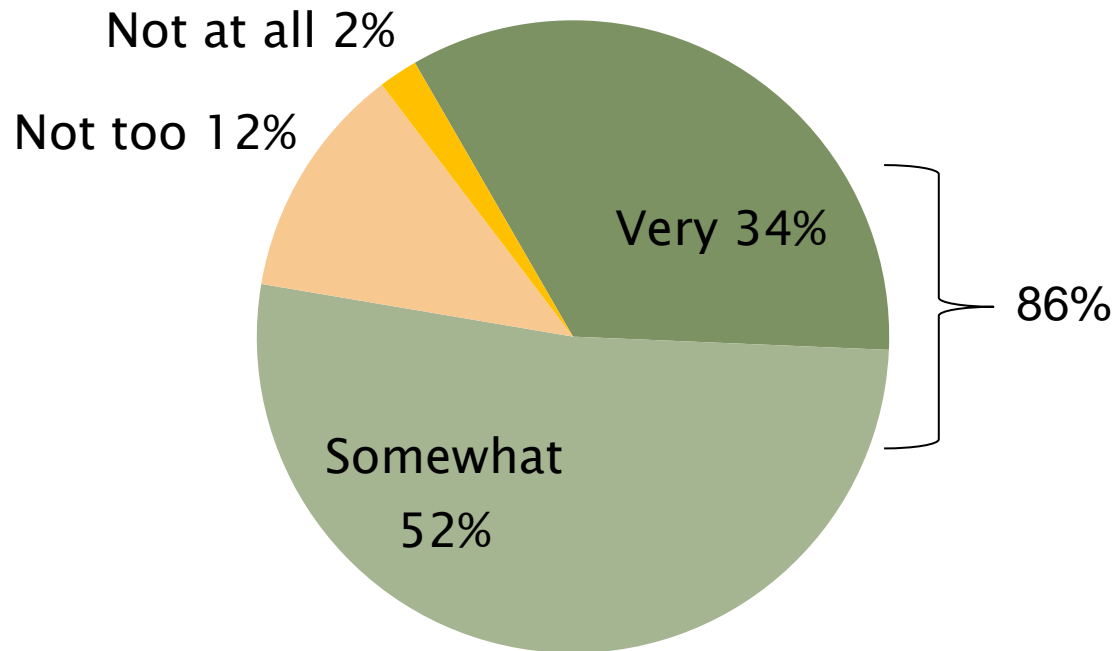


Does your organization have a summer intern program?



A Large Majority Believe Staff Resources Are Already Being Used Effectively

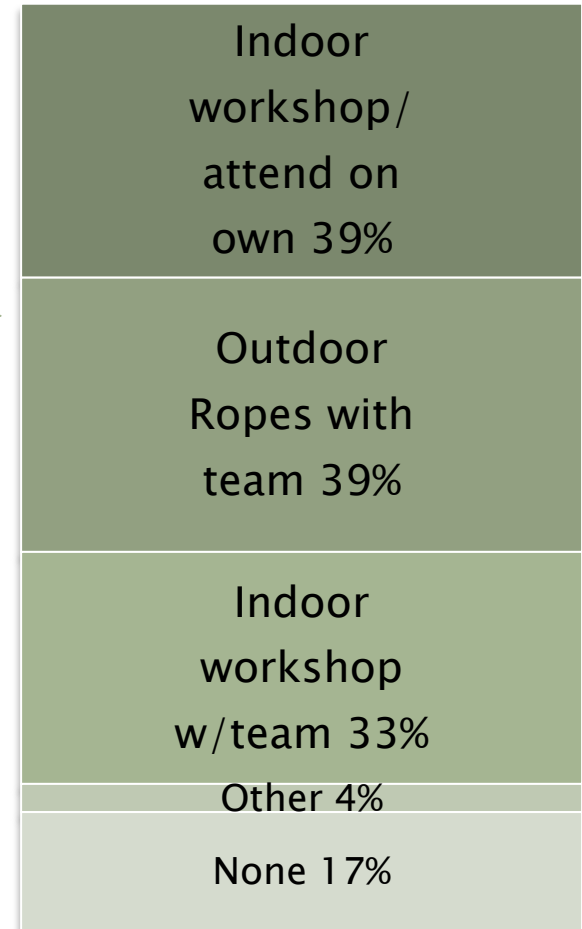
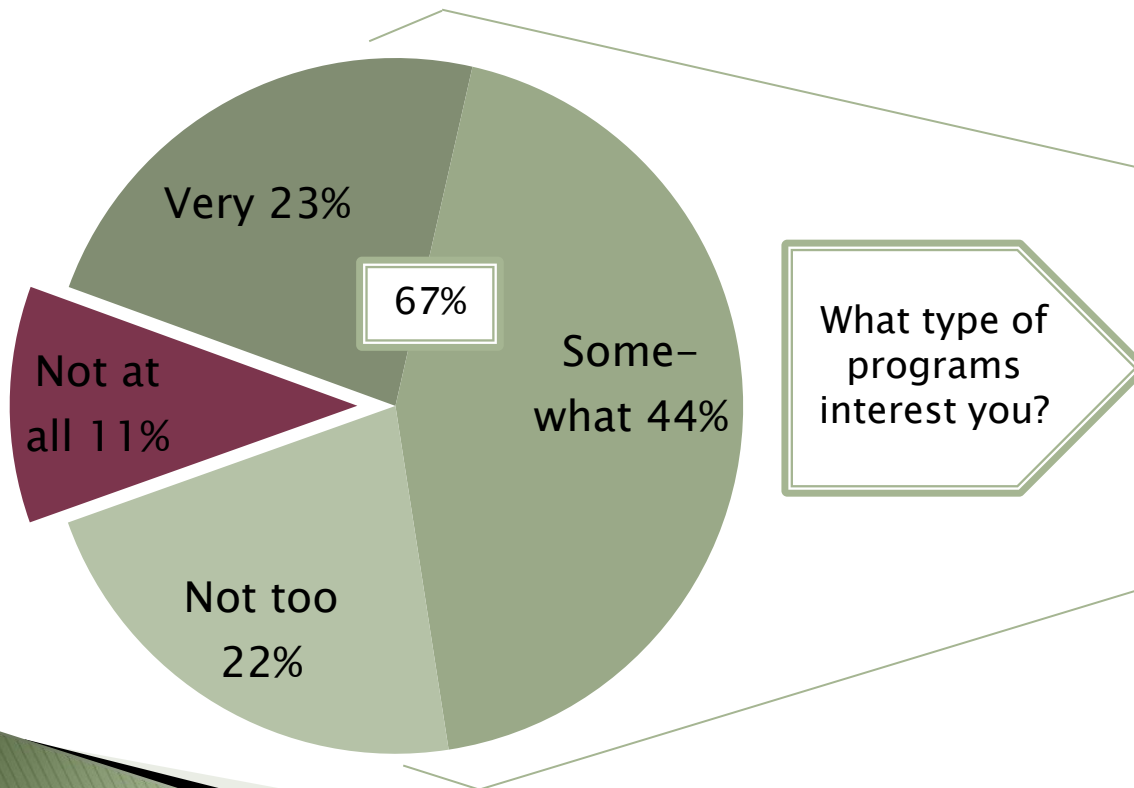
Thinking about the way in which employees in your office work to “get the job done,” how effectively do you think your organization uses staff resources?



A Majority Express Interest In Our Programs

Individual Workshops and Outdoor Teambuilding Are Equally Popular

How interested would you be in attending a hands-on, interactive workshop developed by a team at George Mason University that teaches skills designed to help professional teams work together more effectively?



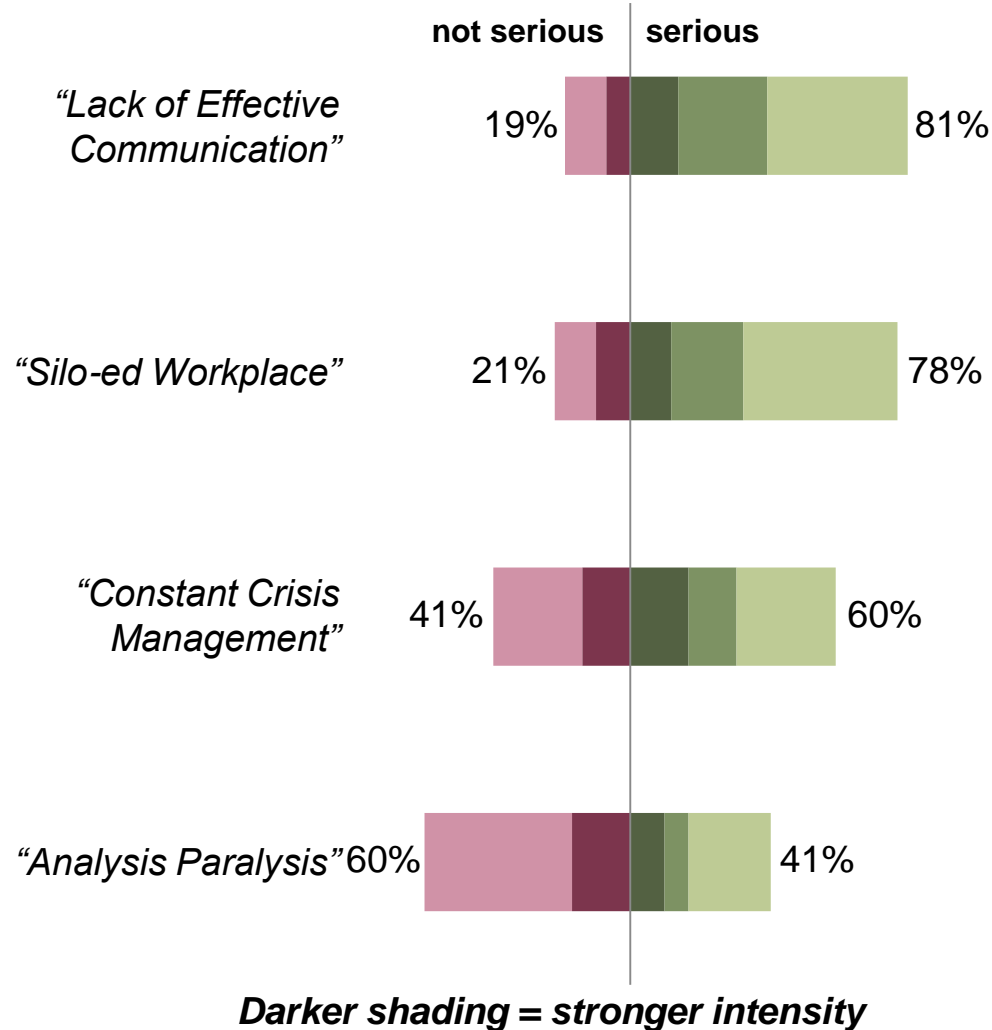
Multiple responses accepted.

Not asked among those who said "Not at all interested" in attending a workshop.

A Message that our Programs Can Improve Communication and Collaboration Will Likely Resonate

“What do you think would make employees operate more effectively?”	Count	%
Improved communication	32	76
More collaboration	21	50
Better understanding of roles	19	45
More individual initiative	18	43
Maximize individual strengths	16	38
Improved training	16	38
Increased employee morale	15	36
Appreciate different styles	12	29
Improved orientation/onboarding	8	19
Improved infrastructure/workspace	6	14
Less micromanagement	4	10
More direction from top	4	10
<i>Respondents could select up to 5 responses</i>		

“Please rate how serious a problem . . . is for your own organization”



Open-Ended Feedback Also Shows Desire for Improved Collaboration

Though Cost and Time Are Obstacles

Respondents Expressed Desire for Tangible Results and Follow-Up

- “[As the boss, I] don’t feel comfortable doing the touchy geeky thing with employees in the woods [but] we have an industry that is de-locating. People edit commercials [from their homes] all across America. What ideas do you have other than conference calls or emails?”
- “I work for a fragmented organization that has done a lot of team building without much impact. I think there needs to be regular follow-up to make it work.”

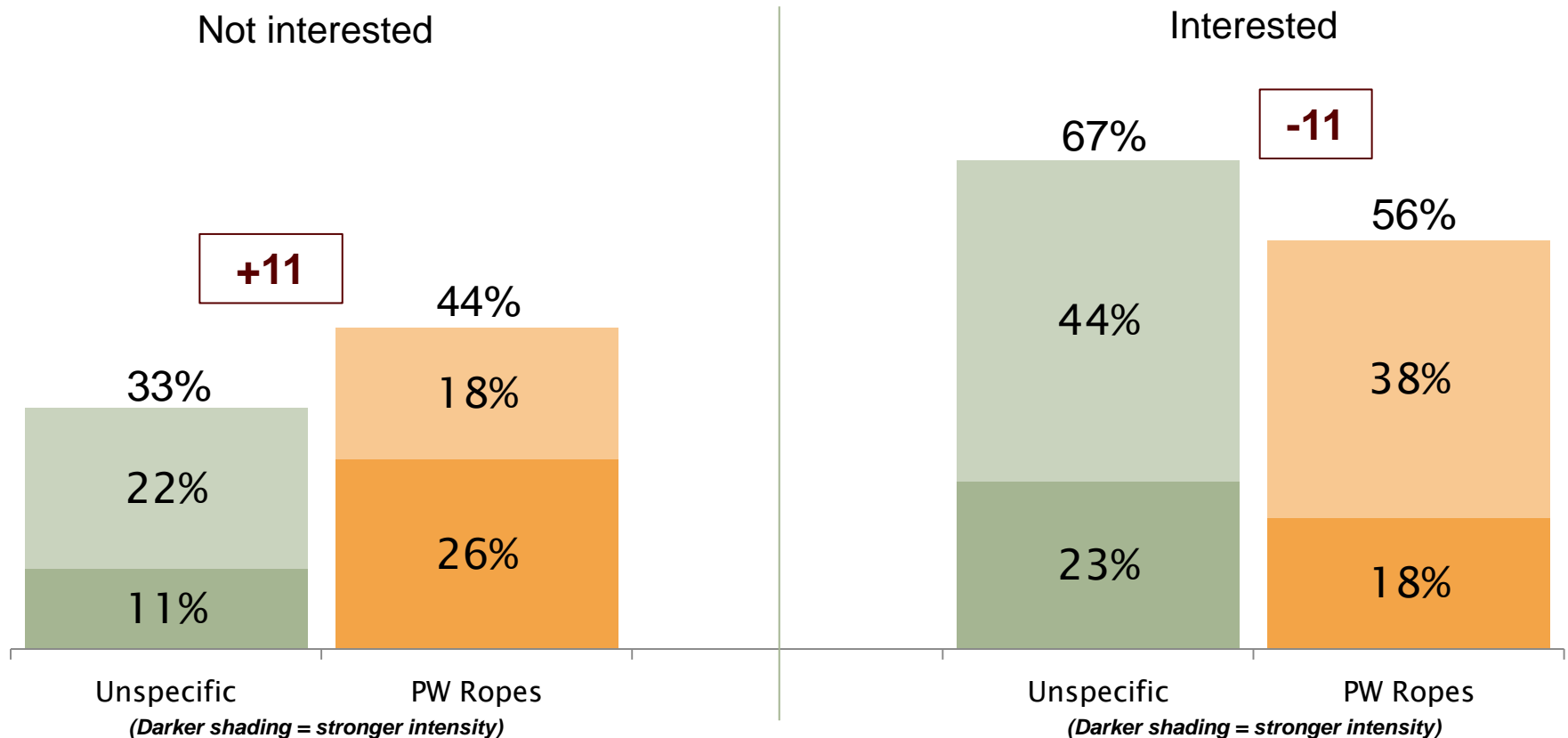
► Cost and Time were Sited As Obstacles

- “I checked into it but it was way over our budget.”
- “My organization does not value this training and is unwilling to spend the money to send an entire team.”
- “Due to reorganization and budget cuts, we may not be doing team building for some time.”
- “We run round the clock so hard to get downtime where we could participate in an activity.”

Question wording: “We welcome your thoughts about team-building programs. Please use the space below to tell us what’s worked for your organization, what hasn’t, what you seek in a program, etc. We value your input!”

Interest is Higher for “Workshop” than “Challenge–Course Program at PWC”

There is an 11–Point Drop in Interest When “Challenge–Course” and “Manassas” are Added to the Question Wording



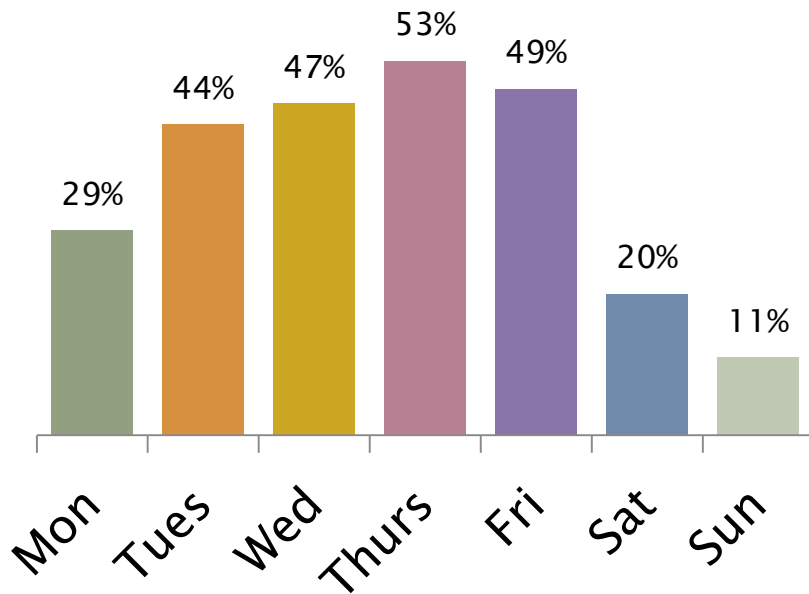
Unspecific = “How interested would you be in attending a hands-on, interactive workshop developed by a team at George Mason University that teaches skills designed to help professional teams work together more effectively?”

PW Ropes = “How interested would you be in coming with your workgroup in the next 12 months, to an outdoor Challenge Course-based program at George Mason University’s Prince William Campus, near Manassas, VA, that was developed to teach . . .?”

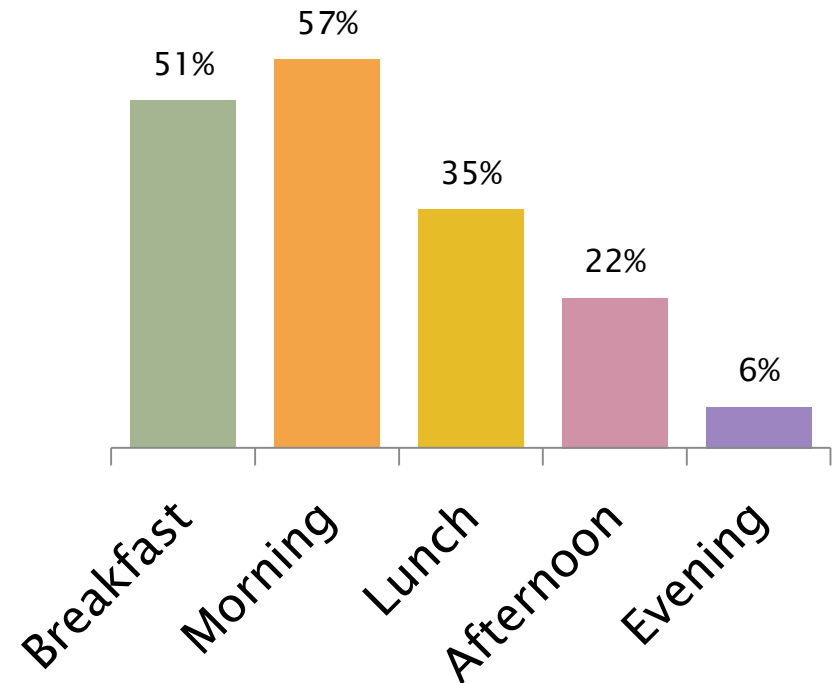
Workshops Earlier in the Day and Later in the Work Week are Preferred

When attending professional workshops away from the office . . .

*What days work best for you?
(mark all that apply)*

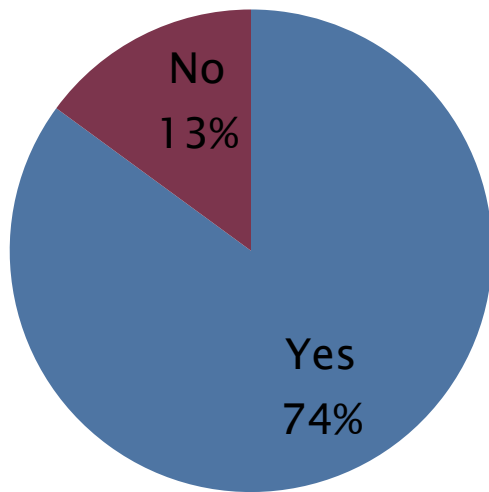


*What time of day do you prefer?
(mark all that apply)*

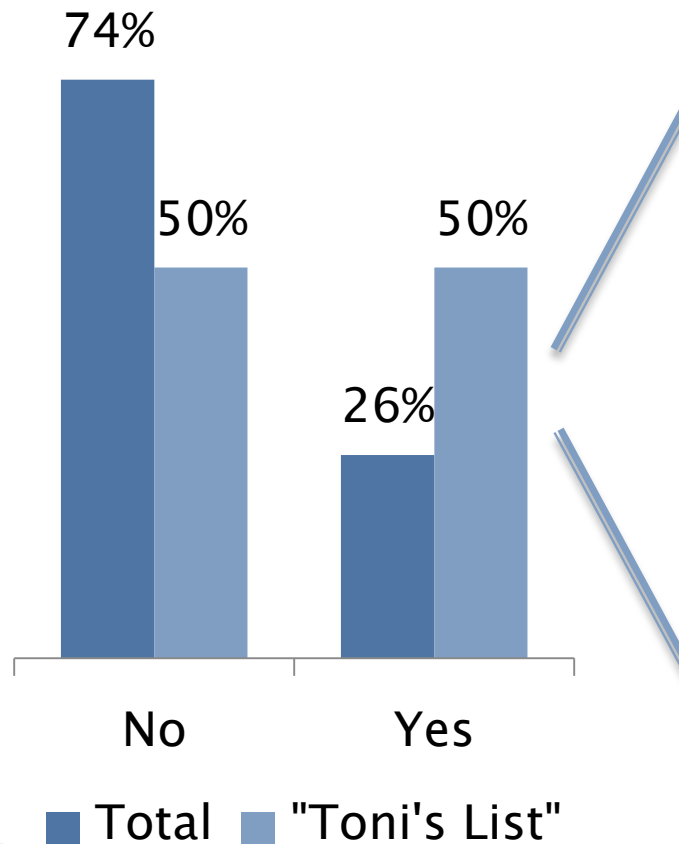


High Marks for Arlington

Is Arlington, VA a convenient location?



Have you been to GMU – Arlington?



How easy is it to get there?	All "yes" (n=16)	"Toni's List" (n=15)
Very	71%	73%
Somewhat	24%	20%
Not too	6%	7%
Not at all	0%	0%

Rate the meeting facilities	All "yes" (n=16)	"Toni's List" (n=15)
Excellent	87%	86%
Good	13%	14%
Only fair	0%	0%
Poor	0%	0%