



Survey 2011: Executive Summary

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Sixty-nine (69) members and forty-eight (48) non-members participated in web surveys conducted during August 2011. Some of the main findings from the survey are:

- Members consisted of mostly Internal OD practitioners (49.3%) and External OD practitioners (23.2%).
- Most members have been involved with the STL-ODN in some capacity for 1-3 years (39.1%)
- Most have been practicing OD for 10 or more years (43.8%).
- Most have graduate degrees (88.4%).
- Participants identified the STL-ODN monthly program quality (29.1%) and professional networking (24.1%) as its top 2 strengths for which the organization is known.
- The main purposes for their involvement in STL-ODN consisted of building their professional network (21.6%), seeing what other companies are doing in OD (16.1%), and staying in touch with the latest thinking in OD (15.6%).
- Members were very interested in either leading or participating in special interest groups (73.8%), with the most popular interests being Leadership Development and Change Management.
- Members attended between 1 and 3 monthly meetings last year (42.0%).
- Overall, members are satisfied or highly satisfied with the value of STL-ODN membership (79%). None are dissatisfied.
- Members felt email contact from the STL-ODN was just right (79.71%).
- In terms of potential future topics for programs or conference, members indicated they were most interested in the following interventions and practices: Leadership Development and Talent Review/Succession Planning. In terms of special topics, the top picks were: OD Trends, Strategic Decision Making, Identifying Potential, and OD Competencies.
- In terms of where the STL-ODN could focus strategically to have the greatest impact, the top two picks were Increasing OD Professionalism (33%) and Creating a clear brand for the STL-ODN, with a focus on what OD can offer (25%).

Non-member survey results were similar to the members' data.

Also, further analysis indicated internal OD practitioners and external OD practitioners significantly differed on only their ratings of the Holiday Party and on their ratings of the Discounted National OD Network Membership.

The STL-ODN Executive Team is grateful for everyone's input and we are considering ways to integrate what we've learned into our future plans.