

ODN 2008 Survey

Summary Report and Actions



Thank you to everyone who participated in the St. Louis ODN Member Survey!

Based on your feedback, the St. Louis ODN Board has taken or plans to take the following action in 2009:

- ✓ Secure a location for all 2009 Member Meetings that optimizes convenience for most of our members
- ✓ Target speakers and topics of greater interest to our members
 - Appreciative Inquiry, the January Meeting's topics, was selected as a result of your feedback
 - Other Member Meeting topics noted on the survey that you may see as a 2009 Member include: Energizing Employees during Down Times, Talent Management, OD in Small Organizations, Engagement and Diversity, Generational Issues, Change Assurance, and several others.
- ✓ Greater diversity in the Member Meeting format, i.e. include small group & partner discussions, reflection time, etc.

Below is a brief results summary.

Response Rate = 35% (135 Respondents/390 ODN Members)

"Our Members"

- 81% of survey respondents have a graduate level degree or above; Approx. 50% of the survey respondents hold a degree in Organization Development/Behavior or Psychology; 21% of survey respondents hold a Ph.D.
- A majority of survey respondents are Caucasian
- 35% of survey respondents are 46-55 years old; 34% of survey respondents are 56-65 years old

"Our Members' Roles in an Organization"

- 60% of survey respondents (not in transition) are External Consultants; 36% of survey respondents are in Industry/Business or in Education (Teaching); Approx. 50% of the survey respondents (not in transition) work in Organization Development/Behavior, Coaching and/or Leadership Development field
- 66% of survey respondents (not in transition) have 10+ years of experience in their fields
- 25% of survey respondents (not in transition) work at a Manager or Above level in their organization

"Our Members' Geographic"

- 54% of survey respondents travel from the West (of 270) to get to ODN meetings; Of these respondents 43% go to the West after ODN meetings and 11% to the East
- 46% of survey respondents travel from the East (of 270) to get to ODN meetings; Of these respondents 38% go to the East after ODN meetings and 8% to the West

"Our Members' Interests"

- 25% of survey respondents are in HRMA, 23% of survey respondents are in ASTD, and 19% of survey respondents are in ISPI; Survey respondents participate in a variety of OD and non-OD related organizations including: SIOP, NHRA, AAIM, NAAAHR, ICF, HCI, IMS, etc.
- The top 3 reasons survey respondents attend include: an offering of professional meetings covering current topics in OD, networking opportunities and an opportunity to see what other companies are doing in OD.

“Our Members”

In what area(s) have you earned or are you currently pursuing a degree/certificate?

Answer Options	Org. Dev /Behav	HR	Psychology	Liberal Arts	Business	Area not Listed	Math, Eng, or Sciences	Response %	Total
Ph.D.	14	-	10	1	-	3	-	21%	28
Graduate	24	12	12	2	13	14	2	60%	79
Undergrad	2	1	1	3	6	5	2	15%	20
Associates	-	-	-	-	-	2	-	1.5%	2
Certificate	-	1	-	-	-	-	-	0.8%	1
No Degree	-	-	-	-	-	-	-	0.8%	1
<i>answered question</i>									135

Please a bit more about yourself. What is your race/ethnicity and current age?

Answer Options	Response %	Response Count
American Indian or Alaska Native Alone	0.0%	0
Asian Alone	0.7%	1
Black or African American Alone	8.1%	11
Hispanic Alone	0.7%	1
Native Hawaiian or Other Pacific Islander Alone	0.0%	0
Other Race Alone not listed	0.0%	0
White Alone	84.4%	114
Two or More Races	1.5%	2
Prefer not to Answer	4.4%	6
<i>answered question</i>		135
<i>skipped question</i>		0

Answer Options	Response %	Response Count
25 years old or younger	6.7%	9
26 - 35 years old	14.1%	19
36 - 45 years old	14.1%	19
46 - 55 years old	35.6%	48
56 - 65 years old	23.7%	32
66+ years old	4.4%	6
Prefer not to Answer	1.5%	2
<i>answered question</i>		135
<i>skipped question</i>		0

Are you currently in transition/looking for a job in an OD or related field?

Answer Options	Response %	Response Count
Currently Holding a Position	76.3%	103
Currently in Transition	23.7%	32
<i>answered question</i>		135

“Our Members Role in an Organization”

If you are currently in a position, in what field is your current job responsibility?

Answer Options	HR	OD/ OB	Health-care	Mgt	Assessments	Coaching/ Leadership Dev	Training	Other	Response %	Total
Industry/Business	6	24	3	2	1	8	5	4	21%	53
External Consulting	0	15	0	3	1	18	5	2	60%	44
Education (Teaching)	0	4	0	0	0	1	0	1	15%	6
Education (Teaching)	0	0	0	1	0	1	2	0	1.5%	4
Government	0	0	0	1	0	0	0	1	0.8%	2
Student	0	0	0	0	0	0	0	1	0.8%	1
<i>answered question</i>										103

How long have you been in your field?

Answer Options	Response %	Response Count
1 - 3 years	12.6%	13
4 - 6 years	9.7%	10
7 - 9 years	11.7%	12
10 - 15 years	24.3%	25
16 - 20 years	10.7%	11
21 - 25 years	14.6%	15
26+ years	16.5%	17
<i>answered question</i>		103
<i>skipped question</i>		32

At what level are you in your organization?

Answer Options	Response %	Response Count
Entry-level	1.9%	2
Professional Staff	31.1%	32
Manager	14.6%	15
Director	7.8%	8
Vice President	3.9%	4
Executive Vice President	0.0%	0
I am an external consultant.	34.0%	35
Other	6.8%	7
<i>answered question</i>		103
<i>skipped question</i>		32

“Our Members’ Geographic”

What zip code do you come from to attend St. Louis ODN meetings? What zip code are you headed to after attending St. Louis ODN meetings?

From	To	Response %	Response Count
West	West	43%	57
East	East	38%	51
West	East	11%	15
East	West	8%	11
<i>answered question</i>			134
<i>skipped question</i>			1

“Our Members’ Interests”

In what other organizations are you an active member?

Answer Options	Response %	Response Count
I am not an active member in any other organizations.	18.9%	25
ASTD	22.7%	30
APA	5.3%	7
ASQ	0.8%	1
HRMA (SHRM)	25.0%	33
HRPS	0.8%	1
ISPI	18.9%	25
National ODN	6.1%	8
NHRA	2.3%	3
SIOP	9.1%	16
St. Louis Coaches	9.1%	12
Other (please specify)	34.8%	46
<i>answered question</i>		132
<i>skipped question</i>		3

Other:

GIOP (formerly), Sr. OD Roundtable AAIM, ASEE, IEEE, Academy of Management, Association of Fundraising Professionals, St. Charles Community Council, National Speakers Association, Bar Association of Metropolitan St. Louis, IMS Board Member, American Evaluation Association, IMS, AHRD, ACA, Mastermind Network of St. Louis, American Association of Christian Counselors, Psychotherapy Saint Louis, NAFE, Missouri Venture Forum, EAPA, AMA, HCI, HBA Healthcare Business Women Association, ICF, National Association of African Americans in HR (3), Local Chamber of Commerce, NCDA, Midwest AOM, Coach Consultants Consortium of Orgdyne Global Village, SHRM National, etc.

Why do you attend St. Louis ODN Meetings?

Answer Options	Response %	Response Count
Professional meetings covering current topics in Organization Development.	78.8%	104
Networking opportunities.	78.8%	104
An opportunity for informal discussions with peers.	46.2%	61
An opportunity to meet Organization Development experts and meeting presenters	51.5%	68
An opportunity to learn about job opportunities	29.5%	39
An opportunity to learn about Organization Development resources	53.0%	70
An opportunity to see what other companies are doing in Organization Development	64.4%	85
An opportunity to stay involved in the community	39.4%	52
Professional recertification	3.0%	4
Other (please specify)	8.3%	11
<i>answered question</i>		132
<i>skipped question</i>		3

Other:

Church; To support others in profession/field of OD; Ability to listen to other Professional on current topic such as emotional intelligence in the workplace; opportunity to assist independent consultants and our company; Always looking for external resources and partnering opportunities.

***7 People shared that they have not attended a St. Louis ODN meeting. ***

Why do you choose not to attend St. Louis ODN meetings?

Answer Options	Response %	Response Count
I have something already on my schedule that conflicts with the ODN meeting.	50.0%	66
I attend all St. Louis ODN monthly meetings.	1.5%	2
There are not enough industry/business ODN members	9.1%	12
There are not enough external consultants	0.8%	1
The topic being presented is not relevant to me or my work	30.3%	40
I am not interested in the topic being presented	42.4%	56
It is too early in the morning	22.7%	30
The location is inconvenient	20.5%	27
I've already heard the speaker/topic presented at another event	6.8%	9
Other (please specify)	16.7%	22
<i>answered question</i>		132
<i>skipped question</i>		3

Other:

Topics tend to be focused on the needs of independent consultants; not as relevant to me as an internal business partner; Cost; Distance to St. Louis; Sometimes too many job seekers vs. professionals from key organizations who will share; At times, members make it difficult to network, perhaps their motives are different than mine or it's too early in the a.m.; I don't attend any session on consulting business; Meeting structure seems to be too heavily focused on expert delivery versus discussion of what we are doing in our respective businesses. Lately seem to be more job seekers/external consultants than internal ones.

Please list a topic and/or speaker you would like to have at a future St. Louis ODN meeting.

21 century multicultrium in the workplace	have a discussion about coaching within organizations
Accelerating development for Hi Potentials	How OD is being used in non-U.S. markets
Anil Behal	How to become certified to be an OD practitioner
Anything related to training	HR and OD Collaboration Models
Applying OD in a university setting	Innovative Leadership Development Programs
appreciative inquiry (2)	Leadership Alliance
assessments	leadership coaching/consulting
Assessments for selection; Team Development; 360	leadership competency models
Barbara Carnes - her new book	leadership development (5)
Best Practices (3) – team development, talent mgt, implementation of large scale change	Leading Across Generations
Bev Berner, St.L Coaches, has an idea for a meeting.	Leveraging Competencies, Workforce Planning, Talent Managements, Leadership Development
Bringing state of art OD support to internal customers	Local OD leaders to discuss how their operations are structured
change management, talent management, latest trends; have Cheri Hanstein speak with us about Networking	Managing the Generation Clash
Change, Leadership, Mergers & Acquisitions, Culture	marketing
Coaching (5)	Merging cultures as a result of M&A, Mental Toughness
communication effectiveness	Michael Cristiani
Communication, Interventions, Organizational Change, Assessments, Onboarding,	networking / job development
consulting contracts, coaching, business trends and potential future in the present economy	new tools for OD professionals
CQI processes presented by someone from SSM	OD trends; line management perspectives of OD
Developing an ROI for Change Management	On-Boarding
Developing High Potentials, succession planning, change management tools, leadership development, merger and acquisition work	Organizational Learning ("Fifth Discipline" and the like)
Diversity in the Workplace	Performance Evaluation Process; Talent Management;
Dr Kathy Cramer -- Asset-Based Thinking -- The Cramer Institute	performance improvement topics
Dr. Sharon Birkman Fink, Birkman International	process improvement in the office environment
Effective coaching models	Roberta Peirick - Appreciative Leadership
Effective use of humor in training and facilitation	Sigma Aldrich- OD Eric Koshner
effective virtual teaming	Social Network Analysis,
Emotional Intelligence (4)	Strategic planning for organizations and implementation
Employee engagement	Succession Management and Change Management
Employee retention	Systems Thinking/Problem Solving
Executive Coaching as an OD Strategy	Technology
FranklinCoveys Leadership or Execution work	The Success/Failure of Performance Appraisals
Future trends in OD, the value of OD in our poor economic environment, coaching-performance vs. executive, multi-stakeholder analysis	Tim and Donna Hobart of H&H Health Associates on Performance Management
Global Leadership Development - World Trade Center	Time & File Management for the busy professional
Global OD, cross cultural OD	topic is business continuity
Spiral Dynamics/Principles Adult Development applied to OD	
Organizational Survival after a Reduction-in-Force, Paradigm Shift-Turning Managers into Leaders, Employee Advocacy, Building Trust in the Organization, Forecasting Organizational Needs, What Organizations Need to Do to Attract &	

What can the St. Louis ODN do to better fulfill your learning and career development needs?

Be sure the presenters are effective at "presenting"	Allow us to do 2-3 second intros at each meeting - used to do this and I miss it
Offer discounts on program/assessment certifications - seats in workshops of programs, etc.	networking meetings
more experiential meetings with opportunity for table-topics and sharing of views and experiences	resource sharing downloads; networking on specific topics
More interactivity between individuals that attend the event. Time for group discussion and best practice sharing.	Bring in more senior level OD people from the area
Ice breaker activities to meet more people at the meetings	Provide diverse interesting speakers; have advanced practitioner programs as well as entry level
book club	have speakers that are not looking to drum up business for themselves or if they do have a product or service talk broadly enough that the topic can still have key takeaways without having to hire them
Offer virtual networking and meetings	Have alternative meeting times... maybe some evening meetings.
I like hearing what experts have to say rather than sharing with other meeting attendees.	Move meeting time to a different day of the week. This will allow me to attend the meetings.
Provide more useful resources, handouts of the presentations, more networking activities, focus on the needs of those just starting out in the field, ethical concerns that members experience, etc.	I wish the timing of the meetings would be a bit later in the day
more focused networking opportunities	Fluctuate day and time of meetings, Job Fair or Educational Forum
An occasional webinar for when conflicts prevent meeting attendance	Make the meetings not at 7:30 a.m. please, I take my son to school.
Continue to provide teh networking	meet on a Mon or Fri sometimes
Provide a video conferencing call in number for those who can provide a host site (I could potential host it through the hospital I work at in Mt. Vernon, IL - - Nathan Harper 618-244-3315)	Vary the times of the meetings
More meetings	schedule six months in advance for calendar purposes
Keep doing what you're doing	Would like to attend, but I have children that I have to send to school in the morning.
you are doing well- will try to make more meetings	Offer a wide-range of topics at the meetings
things are pretty well covered now	have eclectic topics that can be related to ODN
continue what you are doing - i think you attract very good participants	Keep focus on OD
continue to present great topics	COahing tips
you're doing a fine job	Stay on top of the cutting edge practices in OD and pass them on to me
great work on this survey, St L ODN	Deeper dives on topics - not just the same old 30,000 foot discussions.
LOVE the job posting section on the website	Have more organized meetings, case study presentations, and more presentations/panels by industry leaders.
ODN is doing a great job.	Give that the membership is fairly experienced, ODN should consider more advanced topics. These can be identified

	through professional journals.
I have no suggestions at this time. I enjoy most of the meetings and attend when I can	Have more sophisticated presentations on cutting edge OD/LD topics by expert speakers
Have meetings closer to my zip code and at more convenient times	Bring Case Studies of real interventions for group discussion...both successful and unsuccessful
Move the location to accommodate people who are commuting from Lake Sasint Louis area or is it possible to have a St. Charles chapter?	Share a broader, more global perspective on the discipline
Have meetings at various locations including downtown.	Focus less on basic topics, really dig deep in new research.
have more about job opportunities, be closer to metro east / IL side...way out in west county is too far!	It would be great if they would cover more of the current issues within the OD profession and new tools I can use with my clients.
Rotate the meeting location so that some meetings are convenient for members that live in the city; provide information about educational programs; offer educational scholarship for aspiring OD professionals or hs students	Survey topics of interest
I have attended only one meeting. I hope the location stays in the Des Peres area. Perhaps the Des Peres Community Center (lodge) would be available.	In my opinion ODN does a great job. I would recommend in the end of the year a meeting with members to identify main topics and then create an agenda for the following year based on those needs.
Provide more centrally located meetings	Showcase how people are working w/orgs. in a downturned economy
Grow the community	Continue to offer a variety of programs that I can select from. Continue to focus on current best practices and techniques.
In membership roster, would like to know what area members work in (leadership dev, coaching, etc)	Keep offering interesting programs at a reasonable cost. Do some more cutting-edge topics & partnering with other local associations.
I really miss having the discussion group... or some kind of mechanism where members can contact one another. Right now all communication seems driven by the board versus members. Ironic given the roots of OD.	keeping honing the directions already taking on topics/meeting activities to increase networking
In vite graduate students to the meeting. Make available Federal HR jobs. usajobs.gov Make available what colleges have a OD program.	Offer in-services on new OD tools and resources utilized in developing organizational structure for non-for-profit organizations, and leadership development models that impact businesses bottom-line.
Attract more industry/business (internal consultant) members to attend meetings.	Speaker(s) on career development paths/recommendations in OD field.
Excite more industry and business members to attend to broaden networking opportunities	Global business environment
Print and distribute a membership list w/ email and company affiliation	Doing well so far.