



HOW DO YOU GET STARTED?

Measuring organizational performance means identifying the areas that need to be investigated, designing and implementing the most appropriate research tools and methods, analyzing and interpreting the resulting data, and presenting the findings in a clear, detailed and easily understandable fashion.

This is where Kaplan Research Associates Inc. comes in. We possess expertise in numerous research methods, from surveys to focus groups to administrative reviews. We can investigate and evaluate any aspect of an organization's functioning. Not only that, but we can teach you and your staff the language of research through our training seminars.



Research and Evaluation for Action



GETTING IN TOUCH

If you would like more information about the services we provide, or would like to get together to determine how we can help your organization or company, please feel free to contact us at:

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**KAPLAN
RESEARCH
ASSOCIATES INC**

Research and Evaluations for Action!

As a senior manager or planner you likely make important decisions on a daily basis that impact your company or organization. To succeed you need valid, reliable and relevant information that can best be derived through sound research or evaluation processes. You also need to ensure that you get the best value for the time and money you invest in these studies.

The purpose of every study we undertake is to provide our clients with the information required to determine what areas are in need of change and what is working well for them. We then work with our clients to help them act on their research and evaluation findings.

We also work collaboratively with our clients, involving them in the development of the evaluation framework, areas of inquiry, and related research instruments. We take the time to clearly and succinctly review and interpret all study findings in conjunction with our clients. This enables us to jointly develop conclusions based on the findings, and recommendations and 'next steps' based on these conclusions.

Our studies can help you to...

- Understand the needs and interests of your customers or clients, and whether you are successfully meeting them
- Determine how your company or organization operates, and ways in which it can be made more effective and efficient
- Understand your employees' experiences at work
- Decrease employee attrition and absenteeism, and improve your ability to attract and retain skilled and talented employees
- Assess workplace health and safety
- Develop better functioning work teams

What is Kaplan Research Associates?

Kaplan Research Associates Inc. is a Manitoba-based management consulting firm, with proven expertise in the research and evaluation fields. We are also experts in both quantitative and qualitative analyses. We have proudly served Manitoba's corporate, public and not-for-profit sectors since 1988.

"Every study is tailored to ensure that the research methods and instruments we design fully answer your questions, and address your specific challenges"

"We understand how organizations work. We know, first-hand, the demands faced by senior managers and unions. It is this insight that allows us to fully meet our clients' needs."

The services we provide help you accomplish your goals:

Program Evaluations

- Developing logic models and evaluation frameworks
- Analyzing client and customer characteristics (profiles)
- Evaluating program and service effectiveness and impacts
- Evaluating client and customer satisfaction
- Evaluating your operational processes and outputs
- Conducting needs assessments and gap analyses

Organizational Reviews

- Facilitating strategic planning processes
- Facilitating continuous improvement projects
- Undertaking business process analyses

Employee and Workplace Evaluations

- Evaluating employees' satisfaction related to: leadership, decision-making, conflict resolution, and work cultures and environments
- Evaluating employees' work and life balance
- Determining the prevalence, causes and impacts of workplace stress, harassment and violence; and workplace accidents and incidents
- Measuring rates and causes of absenteeism and presenteeism
- Determining employees' future employment intentions, and factors causing them to stay or leave
- Working with our clients to develop strategies and action plans to address related areas of concern

Our broad range of skills and experience sets us apart:

In addition to our technical expertise, we have also served in many leadership and planning capacities. We have direct experience in:

- Senior management and governance
- Board leadership and executive board responsibilities
- Program development and management
- Organizational development and strategic planning
- Information system design, development and management
- Union stewardship