



# Hires' Expectations versus Reality

<b>Scope:</b>	Dual-track diagnostic research tool designed to compare and contrast the expectations of an employer's newly-hired full-time staff with the corresponding workplace reality perceptions of their counterparts who joined the organization within the recent past. Project scope can be broad-based or specific to a line of business, function, program, region or other cohort.
<b>Objectives:</b>	<ul style="list-style-type: none"><li>❖ Determine the expectations of those who have recently accepted an organization's full-time offer, specific to: its appeal as an initial employer; its work environment and culture; and the job opportunity itself;</li><li>❖ Measure the corresponding perceptions of those who have experienced the reality of the workplace against these same employer elements;</li><li>❖ Provide a comprehensive assessment of the degree of congruence and dissonance between expectations and reality, such that employers:<ul style="list-style-type: none"><li>▪ Can refine their branding campaign to leverage experiences; and</li><li>▪ Are aware of the message being communicated by recent hires, one of the most powerful employer campus brand influencers.</li></ul></li></ul>
<b>Methodology:</b>	Custom-designed electronic survey fielded in parallel with: 1] the employer's new full-time staff; and 2] their counterparts who joined the organization within the recent [1 – 2 year] past. Questions will comprise quantitative ratings and open-ended qualitative text queries. All findings will be reported to the client by Scott Resource Group in aggregate; No individual responses will be revealed, assuring participants of complete confidentiality.
<b>Deliverables:</b>	Comprehensive, proprietary report out of comparative quantitative findings in slide deck format accompanied by an Appendix of verbatim commentary in response to text queries. Project fee includes presentation of findings by SRG.  <a href="#">Click here</a> to contact SRG for additional information and pricing.