

A report on a research study

Learn how to write a report on a research study for your company.

Before reading

Do the preparation task first. Then read the text and tips and do the exercises.

Preparation task

Match the definitions (a–h) with the vocabulary (1–8).

Vocabulary

1. a correlation
2. employee retention
3. a focus group
4. the principal objective
5. employee turnover
6. engagement
7. the participants
8. the majority of those surveyed

Definitions

- a. A research study with a small group of people who are invited to give their opinions about something.
- b. The feeling of being involved in an activity or motivated to do it.
- c. The primary or main goal.
- d. The ability of a company to satisfy and keep its employees.
- e. The rate at which employees leave a company.
- f. The people who participated in a research study.
- g. Most of the people who responded to a survey.
- h. A relationship between two things where if one changes, the other one does too.

Report on staff engagement at Girox Foods

Introduction

At Girox Foods, we are experiencing an annual employee turnover of about 12 per cent. Although this might not seem high at first glance, the industry standard is seven per cent. The principal objective of this report is to investigate the causes of employee engagement within the firm and, based on those, offer recommendations to improve the employees' experience of the workplace and increase employee retention.

Research methods

This study was conducted with over 500 employees of Girox Foods between March and August 2018, with the aim of understanding their experience and expectations of the workplace. The study covered the 80 branches of Girox Foods located in 20 European countries. In addition to the 500 questionnaires filled out by Girox employees, 120 also participated in ten separate focus groups where participants took part in discussions about their levels of engagement in Girox and their hopes for the future.

Key research findings

- The top reason for employee disengagement, given by 35 per cent of those surveyed, is the lack of challenging work, followed by having too many working hours (34 per cent).
- 43 per cent of those surveyed said that the top reason for employees quitting their jobs was a lack of recognition, while 31 per cent stated that it was due to bad management.
- There was no correlation between salaries and level of employee engagement.
- 47 per cent stated that their levels of engagement would improve if they felt more ownership of their work. 45 per cent wanted more flexibility both in terms of working hours and locations. 42 per cent were keen to see the company investing more in their career development.
- 59 per cent felt that their commitment to the company would improve if they were given training opportunities to improve their business skills. 64 per cent rated social and cross-cultural intelligence as the most important skill needed in the workplace.
- 41 per cent of respondents felt that there should be increased transparency in company communications, as this would lead to increased trust and more informed decision making.

Recommendations

On the basis of these findings, we recommend that Girox Foods adopt a more people-oriented management style. As part of this, we should explore ways of offering more flexible working hours to our employees and consider how we can enable employees to work from their chosen locations. Managers need to consider a variety of ways to challenge our staff and provide more positive reinforcement and recognition of the work they do. Increased investment in professional development, especially in the area of social and intercultural communication, could also contribute to creating a positive environment for employees to produce their best work.

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Tips

1. Organise your report in sections and give each section a heading.
2. The wording of the headings may differ. For example, you could title the third section *Findings* or *Main findings*. However, the structure of all reports is generally the same:
 - a description of the background situation and purpose of the report
 - details of how the study was conducted
 - the main findings
 - recommendations based on those findings.
3. State practical details such as where the research was conducted, how many people participated and which methods were used (questionnaires, focus groups, interviews, etc.).

4. Use bullet points where appropriate to present points clearly.
5. Provide statistics or evidence to back up your claims.
6. Use an impersonal style of writing in order to sound objective. Using the passive voice helps to do this. Avoid using the pronoun / (but we is sometimes used).
7. Support your recommendations by explaining the benefits they would bring. Alternatively, warn what may happen if the recommendations are not implemented.

Tasks

Task 1

Are the sentences true or false?

	Answer	
	True	False
1. Every month, 12 per cent of Girox employees quit.	True	False
2. The study was conducted using three methods: questionnaires, focus groups and individual interviews.	True	False
3. The main reason employees quit is that they feel that their work goes unrecognised.	True	False
4. The study found that the more employees were paid, the more engaged they were.	True	False
5. Girox needs to adopt a stricter and more rigid management style.	True	False
6. To improve engagement, Girox should provide employees with options for more flexible working, make them feel appreciated for the work they do and offer more training.	True	False

Task 2

Put the tips in the correct groups.

Write in an informal style	State the purpose of your report	Use bullet points	Give headings for sections
Structure it: background → findings → recommendations	State details of how the data were collected	Use the pronouns 'I', 'me' or 'mine'	

Do	Don't

Task 3

Put the words or phrases in the correct order to make sentences.

1. our most recent marketing campaign. provides This report an assessment of the effectiveness of
2. an online questionnaire about responded to employee engagement. 500 people
3. their opinions of were invited to attend a focus group 15 customers to discuss our new product line.
4. from home. the survey, to work the results of According to the majority of employees prefer
5. they stated that wanted A significant proportion more training. of the respondents
6. In light of to increase it would appear that our investment in training. the most viable solution is the key findings,

Discussion

What motivates you and keeps you engaged at work? What would push you to start looking for a different job?

Answers

Preparation task

1. h
2. d
3. a
4. c
5. e
6. b
7. f
8. g

Task 1

1. False
2. False
3. True
4. False
5. False
6. True

Task 2

Do	Don't
Give headings for sections Structure it: background → findings → recommendations State details of how the data were collected State the purpose of your report Use bullet points	Use the pronouns 'I', 'me' or 'mine' Write in an informal style

Task 3

1. This report provides an assessment of the effectiveness of our most recent marketing campaign.
2. 500 people responded to an online questionnaire about employee engagement.
3. 15 customers were invited to attend a focus group to discuss their opinions of our new product line.
4. According to the results of the survey, the majority of employees prefer to work from home.
5. A significant proportion of the respondents stated that they wanted more training.
6. In light of the key findings, it would appear that the most viable solution is to increase our investment in training.