

HALO

Market Research

The Halo Works Ltd

Turning Good Organisations into Brilliant Businesses

THE HALO PROCESS



The Halo Works has been implementing and effecting change within businesses for over a decade. From blue chip organisations to public sector clients, the company boasts a wealth of experience in the field of market research.

Now The Halo Work's pioneering approach continues apace with the introduction of a revolutionary and evolutionary concept, entitled the Halo Process, a unique and imaginative diagnostic tool that enables companies to monitor their performance, efficiency and benefits, rather than just tangible transactions.

A research-driven philosophy that can take as little as two weeks to complete, the Halo Process measures an organisation's well-being, determining the brightness of its individual halo both internally and externally, thus measuring not only the area of staff satisfaction, but also appraising the key element of customer relations.

"Halo for Staff" and "Halo for Customers" can work as stand alone research projects or run concurrently to give a more holistic overview of the working practices within a business. Businesses that have a synergy in terms of values, motivation and sharing of common goals are always more likely to be more successful than firms with disparity and apathy. This 'alignment' is an essential ingredient of the Halo Process.

There are 3 Key stages to the plan:

Discovery - Measuring the brightness of the current company halo through 360° appraisals. This initial phase details existing expectations, future dreams and business & personal objectives from both staff and customers alike. It can be done via a qualitative and consultative method with in-depth interviews with all relevant stakeholders or by a more cost-effective and increasingly popular online route.

Implementation - The production of a comprehensive written report including narrative, as well as 'dashboard' indicators and a step-by-step plan that will help you facilitate any changes.

Continuous Measurement - After six months, the process is repeated, gauging the impact of the research and re-evaluating the strength of the organisation's brightening Halo.

The Halo Process - Focus - Alignment - Commitment - Efficiency

Change the FACE of your company –
Visit www.thehaloworks.com for more details.