



## **Linking Employee Attitudes To QNV 2030 Goals**

### **Lessons from an HR Leadership Summit in Doha**

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**25<sup>th</sup> October, 2009** –Companies are increasingly using employee attitude data to provide insights about how to improve business performance, as well as measure and promote progress towards the QNV 2030 goals, a recent workshop concluded.

Representatives from local companies including RasGas, QatarGas, Qatar Petrochemicals and Shell Qatar joined colleagues from the Qatar National Research Foundation, Al-Jazeera Oryx and others at the Four Seasons Hotel last Thursday to hear research from **Sirota Survey Intelligence** ([www.sirota.com](http://www.sirota.com)) a specialist survey company established in the UK and USA.

RasGas shared its experience on how and why they poll their employees to establish levels of engagement and connections to business process efficiency. Shell – with over 100,000 employees worldwide – shared lessons learned and progress made in the five years it has partnered with Sirota on surveys and other Human Capital issues.

The workshop also explored ways that surveys could embody Arab-Islamic concepts and provide more tangible links to important national development programmes, such as those contained within QNV 2030. Delegates also agreed on the need to establish a forum in Qatar to continue the focus on employee engagement and development.

Sirota – which works internationally for leading organisations like Rolls-Royce, American Express and Dell - was able to draw upon global data to show how employee engagement drives business outcomes like customer satisfaction and productivity.

With talented personnel at a premium throughout the Gulf, the delegates concluded there were many opportunities to improve the way companies attract, develop and retain their most valuable resource: their people.

### **About Sirota Survey Intelligence**

Note to editors:

Founded in 1972, Sirota Survey Intelligence ([www.sirota.com](http://www.sirota.com)) specializes in attitude research. With main offices in New York and London, Sirota has conducted thousands of attitude surveys around the world that have helped organisations build strong, productive relationships with their employees, customers, communities, opinion leaders, investors, shareholders, suppliers, and other publics. The major results of our surveys have been summarised in ***The Enthusiastic Employee: How Companies Profit by Giving Workers What They Want*** (Wharton School Publishing, 2005, [www.enthusiasticemployee.com](http://www.enthusiasticemployee.com)).

Sirota has a number of clients in Qatar, including RasGas and Shell Qatar.