



OUR SERVICES – RESEARCH AND ANALYTICS

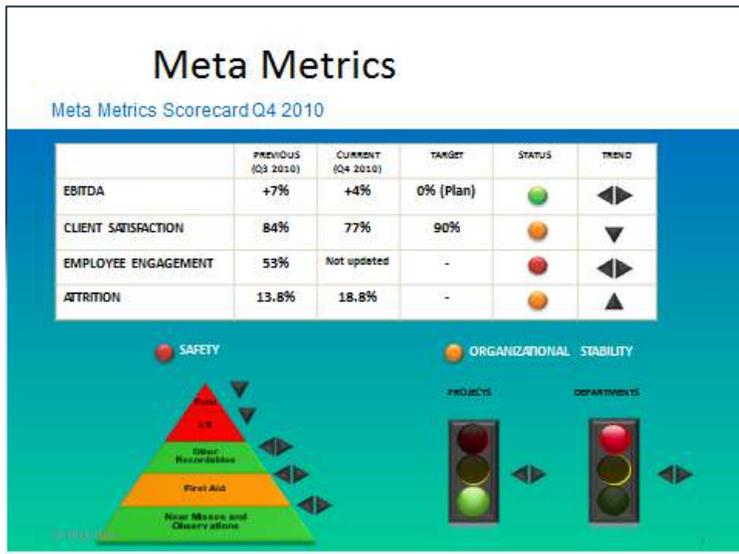
“Are we diverse?”

“Does our certification program matter to our members?”

“Are our staff happy? What does that mean anyway? Does it matter?”

“Is our square footage to visitor ratio in line with national standards?”

“OPG empowered management with support and resources – their analytics expertise changed the way our department functions.”



OPG has helped hundreds of clients answer these questions and many more through its research and analytics practice, led by teams of PhD-trained researchers, infographic specialists, and organizational development experts.

OPG’s research and analytics service starts with helping clients articulate the right questions. OPG then designs valid and reliable data collection methods customized to the client organization and its questions. Most importantly, OPG presents the data in ways that make the data easily understood and usable.

Our approach ensures that our clients avoid the mistakes made with the recent obsession with

measuring in many organizations. Many organizations are measuring the wrong thing, measuring too frequently, not using the results to make decisions, and generally using resources to measure that could be better used to improve service, increase client satisfaction, and improve the bottom line.

- ✓ Meta-Metrics™ to guide strategy
- ✓ Workplace culture surveys
- ✓ Client satisfaction measurement
- ✓ Benchmarking studies
- ✓ “White” papers to guide strategy
- ✓ Industry analysis
- ✓ Trend analysis and forecasting
- ✓ Competition surveys

WHY OPG?

Our work comes through long-term relationships and referrals because of the depth of understanding, experience, and intellectual vigor we bring to every engagement. OPG believes it is possible to create well-run organizations in which employees understand the complexities of organizational life and are productive contributors within those constraints. Our work is done in the context of relationships, which involves working with your organization to ensure continued monitoring, discussion, and implementation of new ideas.

Hoffmann Architects | Yale Pathology | Yale Radiology and Biomedical Imaging | SpeakEasy Stage Company  
Charles B. Wang Community Health Center | Community Foundation for Greater New Haven  
SNC Lavalin | Public Relations Society of America



## OPG's IMPACT: Case Study – Hoffmann Architects

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– Using Analytical Tools to Support Cultural Improvements –

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**Improving the culture and climate of a well-established architectural firm** – Hoffmann Architects is an architectural firm with three locations whose primary competitive advantage is the strength of its talented employees. Hoffmann engaged OPG to complete a cultural assessment of their firm in order to ensure that they sustain a culture that is always able to attract and retain top talent.

OPG conducted a cultural assessment of Hoffmann Architects through the following steps:

- Gathering initial feedback from staff through confidential individual interviews
- Assessing the culture's strengths and challenges through an electronic survey of the entire firm
- Analyzing the survey results and offering recommendations to the leadership team and staff through presentations and a written report

**The survey results showed an engaged staff who were very mission-aligned**, but lacked the proper communication and performance review tools to feel entirely satisfied with their experience of the work culture. OPG recommended that Hoffmann “bridge the gap” between their three offices, within the offices, and across cultural perceptions and reality.

In order to “bridge the gap”, OPG made the following recommendations:

1. Provide feedback and make well-informed and timely decisions
2. Utilize communication tools and train managers
3. Constructively address conflicts and concerns
4. Conduct market comparison of pay and benefits
5. Focus on professional development
6. Reexamine office management, project distribution, and staffing
7. Increase management and leadership expertise
8. Undertake diversity initiatives

As a result of OPG's culture survey and analysis, Hoffmann Architects was able to take immediate action to work towards solving its cultural issues and ensuring greater employee retention. **The organization was able to use survey response data to address the misalignment across its four locations and establish better collaboration.**

