

Partnering with QoWL?

Through our university based research background, QoWL has researched, developed and tested effective survey tools for assessing, measuring and benchmarking quality of working life, stress and workplace wellbeing outcomes.

Our strengths therefore lie in the **identification of organisational problems** through surveys, statistical analysis, research and reporting. Our preference is to concentrate on these diagnostic aspects because that's what we're good at, and because our proven expertise in this area provides the credibility and independence that clients are looking for.

How we can help partners

We believe we can help partners in several ways:

- Providing organisational survey services to partners' clients, so generating extra revenue and further consultancy opportunities for the partner.
- Using survey data to generate relevant sector and organisational benchmarks, enabling more effective measurement of organisational performance. This can make the partner's services appear more valuable and attractive to the partner's clients.
- Providing departmental analysis and reporting, which enables identification of local problems in the client's organisation. The partner can then develop and implement targeted, local solutions for their client.
- Providing advanced statistical analysis of workplace wellbeing data for the partner's client. This involves the use of statistical techniques to identify of the types of interventions that are most likely to be effective in achieving the client's desired outcome. Such statistically significant evidence is powerful and effective in selling consultancy solutions to the client.
- Providing training for the partner in using our tools and services with their clients.
- We can also potentially help partners to develop and test new psychometric survey tools for their particular market 'niche'.

An ideal partnership?

We see an ideal arrangement as one where the partner has clients who have a need for our services and is also a **provider of solutions**. The partner company or consultant is then in a position both sell survey services and to develop, design and implement solutions that solve the organisational problems that we identify. This would appear to be an arrangement that is mutually beneficial and financially rewarding.

We would be delighted to consider partnership arrangements with qualified consultants and organisations.