

Case Study

GroupSystems Success Story: Southern California Edison

Evaluating the Impact of Leadership Training

Southern California Edison (SEC), an electric company, provides power to more than 13 million people. Their Human Resources Department needed to redesign the Leadership Training programs in place in the organization.

In order to evaluate the success of past programs and design the optimum future solution(s), past students, mentors and managers needed to be interviewed.

In the past, individual interviews and small focus groups were conducted using flip charts and standard facilitation tools. Significant time was spent following each session to summarize, organize and publish the session results.

GroupSystems in Action

Using GroupSystems' group collaboration software, a series of focus groups were conducted with past training recipients, managers and mentors. Each session conducted by the Human Resources Department had 5 to 12 participants. Focus group sessions used a series of surveys. Brainstorming was conducted to develop positives, negatives and areas for improvement for the program.

Participants responded using the GroupSystems software and then engaged in conversation about the results. A scribe took notes of the verbal responses and displayed them during the session. Participants could instantly see that results were accurately recorded.

Information contributed was found to be more valuable because participants were allowed to respond anonymously. This motivated frank and honest feedback from all recipients.

The volume of recorded responses was significantly higher than what had been achieved in the past with unaided discussion groups and flip chart note taking. With a very high amount of recorded responses, both quantitative and qualitative, SCE was able to walk away with high quality information on which to make its decisions.

"Use of GroupSystems to capture Focus group results significantly improved both the quality and quantity of our feedback results and allowed us to design our new program with all the facts in mind."

Vince Watkins
– SCE Talent
Management, Learning
& Development

Customer

Southern California Edison

Business Benefits of GroupSystems

- The quality of responses was very high because of anonymity.
- Both quantitative and qualitative results were obtained.
- Instant documentation was completed in very short order.