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Effective Communication Positively Impacts Employee Motivation Levels, Employee Advocacy Latest Ouch Point Survey from Opinion Research Corporation Suggests

PRINCETON, NJ – March 5, 2009 — With layoffs and other cost-cutting measures still on the rise, it is in an employer’s best interest to effectively communicate necessary changes with their workforce, suggests the latest Ouch Point® survey from Opinion Research Corporation, an *infoGroup* company (NASDAQ: IUSA).

The study indicates that employees are two times as likely to go the extra mile for the organization and almost four times as likely to recommend their company if they are satisfied with the ways in which their company communicates difficult decisions. “Positive perceptions around company communications serve to both boost motivation levels among current employees as well as foster employee advocacy, ultimately resulting in a strengthened employee brand,” said Lisa Wojtkowiak of Opinion Research Corporation’s Employee Engagement Practice. “When the economic situation improves, this strong employee advocacy will be critical to attracting and retaining top talent.”

According to the study, 44 percent of respondents say their company has taken some form of action in response to the current economic situation, such as downsizing or other types of cutbacks, in the last six months. Almost half of respondents gave their employers high marks for the way in which they communicated the organizational actions taken (49% evaluated extremely/very well on actions taken). The kind of communication most likely to receive a positive response from employees included:

- Thorough explanations of the actions taken and the reasons behind the action (28%)
- Being kept informed of ongoing decisions and reasons for those decisions as the economy continues to toss and turn (13%)
- Providing early indications of impending difficult decisions so employees are not caught off-guard (11%)
- Open and honest communication (9%)
- Providing regular updates through frequent communication (8%)

Not surprisingly, these messages are provided through numerous channels such as meetings (19%), email (17%) and memos (7%).

“Corporate leadership teams now find themselves making difficult decisions on a daily and weekly basis to ensure their survival, and whether the news is positive or negative, taking a back to basics approach - communicating the message multiple times and through multiple channels - is essential,” Wojtkowiak continued.

On the flip side, negative employee sentiments regarding communication topped the list of the following employee Ouch Points:

- Poor communication from management (25%)
- Too many rules or policies (16%)
- No or limited advancement potential (13%)
- Not feeling valued (8%)
- Lack of training (7%)
- Unclear company strategy (5%)

About Opinion Research Corporation

Opinion Research Corporation, an infoGroup company, is a full-service, global market research firm offering action-oriented advice and intelligence to clients worldwide in the areas of Customer Strategies, Corporate Branding and Reputation, Employee Engagement and Market Planning and Development. ORC is also a partner of CNN on the CNN/Opinion Research Corporation poll, conducting national, speech reaction, state and flash/overnight polls for the most trusted name in news since April 2006. To learn more, visit www.opinionresearch.com.

About The Ouch Point® Series

ORC's Ouch Point® series examines the tolerance thresholds of Americans in common scenarios they face daily in both their professional and personal lives.

About *infoGroup*

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