

Micron Technology Implements Modern Survey's m/360

The Client:

Micron Technology, Inc. - with over 23,000 employees and annual revenue of over 5 billion dollars - is one of the world's leading providers of advanced semiconductor solutions. Through its worldwide operations, Micron manufactures and markets DRAM, NAND flash memory, CMOS image sensors, other semiconductor components, and memory modules for use in leading-edge computing, consumer, networking and mobile products. www.micron.com

Business Situation:

Micron was looking to create a system for measuring the leadership effectiveness of their senior management. Considering it highly important for their leaders to evaluate themselves first, before asking others to change, Micron approached Modern Survey for help in obtaining 360-degree feedback on their leaders. Having never before implemented a leadership effectiveness survey for their entire senior leadership team, Micron was looking for a partner to assist them in creating and supporting the system.

With the goal of improving the leadership effectiveness of their senior management, Micron approached Modern Survey with specific survey content already in mind. What they wanted was expert consultation in architecting the feedback process - determining the timeline, scope and requirements that fit Micron's objectives - as well as a technology provider capable of facilitating the project with flawless execution. Additionally, they wanted a system that could be implemented extremely expeditiously without any loss of quality.

Solution:

Utilizing Modern Survey's expertise in leadership effectiveness measurement, Micron was able to determine the project specifications that would best position them to accomplish their goals. Meeting all determined specifications, Modern Survey successfully tested and launched Micron's 360-degree feedback survey merely eight days after agreeing to the project.

Harnessing the power of Modern Survey's m/360 research tool, Micron gathered feedback on a total of 70 members of their senior management via a customized web-based survey. Feedback was gathered on each leader from their customers, direct reports, peers and supervisors, providing a comprehensive evaluation of their internal leadership effectiveness. Implemented over the course of two phases, the project yielded exceptional response rates of 91% and 88% respectively. With reports generated and distributed within a week after the close of the administration period, Modern Survey was able to deliver flawlessly on all of Micron's project objectives, completing the project less than one month after the date of the original agreement.

About Modern Survey:

In less than a decade, Modern Survey has evolved into an online survey market industry leader, providing a robust suite of proprietary technologies combined with an array of consultative services that help our clients manage talent throughout the employee lifecycle, measure and evaluate customer satisfaction and gain insight into changing markets. Modern Survey products and services have spanned 100 countries on six continents in over 30 languages. In 2007, Modern Survey received over one million web survey responses and generated tens of thousands of advanced reports. Through direct and partner channels, Modern Survey's tools and services have reached more than 500 companies, over 80 of which are among the Fortune 500. For more information, please visit www.modernsurvey.com