

Affiliation with a Survey Research Firm

Sirota Survey Intelligence is seeking to expand its existing associate network, especially in continental Europe. Currently, our main office is in New York, and we have an active office in London. Our major activity is conducting employee satisfaction surveys with public and private organizations. Our clients consist of many of the top international companies, for example, American Express, Bank of America, British Petroleum (bp), Dell, Nestle, and Shell. We also conduct surveys for hospitals, government agencies, universities, and charitable institutions, for example, the University of California, the State University of New York, the Mayo Clinic, the US Veterans Administration, and the New York Blood Center.

We would like to form a relationship with organizational psychology consulting firms that conduct survey research or who might be interested in doing so under license. We are willing to develop a relationship that would include sharing our normative data base of several thousand companies worldwide and assistance with marketing.

We pride ourselves on being scientists/practitioners and have presented research-based papers at professional conferences such as IAAP, APA, SIOP and the AMA. Our founder, David Sirota, along with our CEO and Senior Vice President, wrote the book, "The Enthusiastic Employee: How Companies Profit by Giving Employees What They Need" based on 35 years of data and experiences.

Our consultants provide guidance and advice to executives in all our client organizations based on the data derived from their own surveys and the best practices developed by our profession.

We continually strive to be thought leaders in our profession as well as scientists and consultants to our clients.

Currently, we have a few strategic associations of the nature described above but are looking to broaden and deepen in new areas. We believe it represents a strong commercial opportunity and a way of extending the service offering for both sides.

You can learn more about our organization from our website www.sirota.com. If you are interested in contacting us please email me, wreichman@sirota.com or mberry@sirota.com.

