

Survey Design & Analysis

A valid instrument, a representative sample and analysis that survives scrutiny — instead of a survey that goes out and is never read.

Level	Practitioner
Duration	3 days · 18 training hours
Fee	699 AED
Group size	6 - 18 participants
Delivery	In-house · Public run · Live virtual
Runs each year	15 February and 20 September

All training programmes are accredited by the Sharjah Private Education Authority.

Programme objectives

- Write valid questions free of bias and leading
- Choose a sampling method, compute size and margin of error
- Analyse quantitative data and interpret differences between segments
- Code open-text answers and extract patterns
- Present findings in decision language, not in numbers

Who it is for

Measurement and quality officers, CX teams, policy researchers, and HR specialists who measure employee satisfaction.

Prerequisites: Basic spreadsheet skills. No statistical background required.

Programme outline

Day 1 — Design

- From the decision, to the research question, to the survey item
- Question and scale types and when each fits
- The errors that spoil results: leading, double-barrelled, unbalanced scales
- Validity, reliability and pilot testing

Day 2 — Sampling and collection

- Probability and non-probability sampling
- Computing sample size, margin of error and confidence level
- Collection channels, response rates and how to lift them
- Non-response bias and how to reduce it

Day 3 — Analysis and presentation

- Descriptive analysis and slicing by segment
- When a difference is real and when it is noise
- Coding open-ended answers
- Building the report: the finding, what it means, the recommendation

Competencies developed

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|---------------------|--------------------------|
| • Instrument design | • Descriptive statistics |
| • Text analysis | • Presenting findings |

What participants take away

- A ready question bank indexed by purpose
- A sample size calculator
- An analysis grid and a findings report template
- An accredited certificate of attendance

How it is assessed

An individual deliverable: a complete survey with a sampling plan and an analysis grid, reviewed with the group.

About the company

Innovation Excellence Consulting & Training is a Sharjah-based firm working with government and private organisations across the UAE and the region. We deliver management consulting, excellence award readiness, customer experience, corporate innovation, ISO certification and research — alongside accredited, applied training programmes.

Programmes accredited by the Sharjah Private Education Authority · 3,500+ professionals trained · 40 government and private entities

Why train with us

- No less than 40% of every programme is exercises and case work, not lecturing.
- Programmes designed on the ADDIE model, with cases drawn from the participants' own workplace.
- Trainers with genuine field experience in the work they are teaching.
- Delivered in Arabic and English to the same standard — in-house, public or virtual.

Register for this programme



To register, or to run this programme at your premises, get in touch — or register directly from the programme page on our site.

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Fees are per participant in UAE dirhams and exclude VAT. Confirm the year of each run on our website.