

## Consultation and Research

In August 2018, Fathom conducted research on behalf of a client wanting to establish how to increase the workplace satisfaction ratings of its retail workforce. We conducted a number of focus groups and used Affirmative Inquiry (AI) technique to generate positive suggestions for change from group members.

The work resulted in recommendations for ‘quick wins’, and for medium term development. Our results also highlighted a number of strategic barriers. The deputy chief executive commented,

*“I was really impressed - the findings were enlightening. You delivered far more than I expected.”*