

Dear Judi,

We'd love to know if you have any ROI (Return on Investment) figures relative to mystery shopping. If you do, please [let us know](#) whether you're willing to share.

Using Mystery Shopping Results: Key Element of Employee Reviews

Has your management team considered new ways to motivate employees during performance reviews? A recent article on best practices for employee performance reviews contains suggestions for delivering more rewarding employee reviews.

With a forward-looking approach to reviews, managers make a positive impact on employees. Rather than dwelling on an employee's past mistakes during the entire review, meaningful reviews reward past successes and focus on how employees make the most of opportunities going forward.

Mystery shop results need to be included as part of the employee review. From our experience, here are ways to tie mystery shopping goals into the review: [read more here](#)

By Confero Inc. March, 2011

Which Companies Are Worth Admiring?

Fortune is out with its "Most Admired Companies" issue, and my reaction to [this year's list](#) is the same as my reaction to the list every year: **What is the point of this exercise?** There are all sorts of companies and leaders that I admire, and I admire them for all sorts of different reasons, but the *Fortune* list invariably strikes me as a case of rounding-up-the-usual suspects, a business version of *People's* annual "Most Fascinating People" issue.

Who are the Top Five organization's on *Fortune's* list for 2011? Apple, Google, Berkshire Hathaway, Southwest Airlines, Procter & Gamble. Anybody shocked? [Who were the Top Five in 2010?](#) Apple, Google, Berkshire Hathaway, Johnson & Johnson, Amazon. I guess it's noteworthy that J&J, after a brutal year, slipped to Number 17, or that Amazon, despite a great year, slipped from Number 5 to Number 7.

But does any of this matter? I think not.

What does matter is the chance to use the list as a spur for all of us to think about the companies we admire - and about what explains that admiration. I

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spend much of my time visiting organizations of many different shapes and sizes, in many different fields, with very different business strategies, product offerings, and organizational cultures. At the end of each visit, I do ask myself whether or not this is an organization I "admire" in the sense that I went to tell other people - [readers of my books](#), visitors to this blog - about what I saw and learned at the company. [Read more...](#)

William C. Taylor of Fast Company

Upcoming Events

May 12 Symposium on excellence in qualitative research - Chicago. [Details](#)

May 12-15 Conference on public opinion research - Phoenix. [Details](#)

May 16-18 Conference on innovation and collaboration - Boston. [Details](#)

June 6-8 Conference of Marketing Research Association- Washington, DC [Details](#)

June 6-8 Conference called "Measure Up" - Boston. [Details](#)

July 10-13 Conference, themed "Shopper Insights in Action" - Chicago. [Details](#)

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