

## Getting Started with - The StakeHolder Instant Feedback Tool (SHIFT)

In less than 5 minutes and in 5 easy steps, you can start getting confidential, anonymous feedback from your staff!

*SHIFT, LIFT and MIF accounts are all free to setup and use for free for 45 days. No Credit Cards or personal information required.*

**Step 1 - Log on to:**

<http://tinyurl.com/SHIFT-Tool>

**and input your data.**

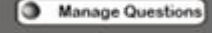
The screenshot shows the 'Create Owner Account' form within the SHIFT application. The header includes the MAGNA Leadership Solutions LLC logo on the left and the word 'SHIFT' on the right. A navigation menu on the left side contains links for SHIFT, Create Account, Owner Login, Respondent Login, Examples, and Contact Us. The main content area is titled 'Create Owner Account' and contains the following fields: First Name, Last Name, Email Address, Company, \*Login ID, and \*Password. A 'Create' button is located below the password field. A note at the bottom states '\* Indicates user defined values'.

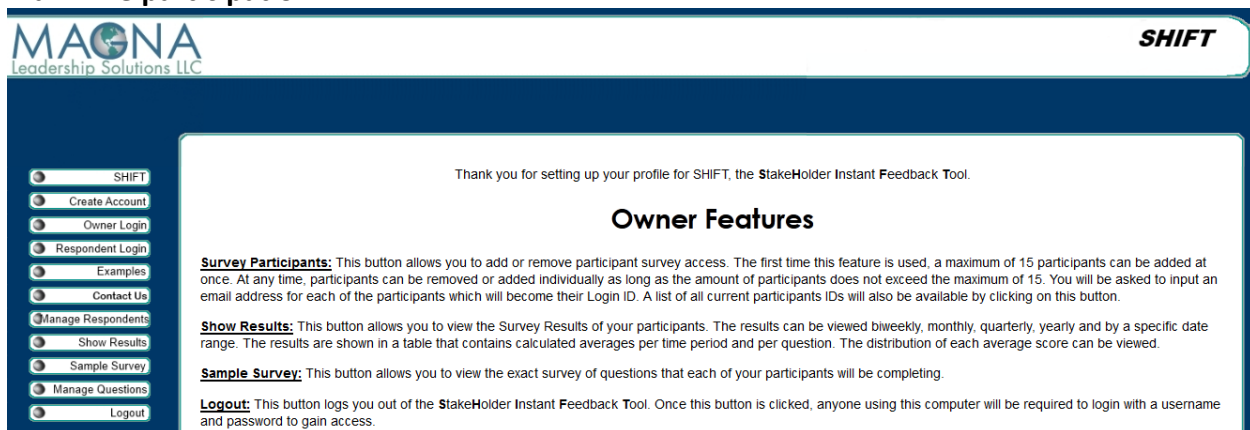
**Once created you will see a screen like this:**

The screenshot shows the 'Owner Account Created' confirmation screen within the SHIFT application. The header includes the MAGNA Leadership Solutions LLC logo on the left and the word 'SHIFT' on the right. A navigation menu on the left side contains links for SHIFT, Create Account, Owner Login, Respondent Login, Examples, and Contact Us. The main content area is titled 'Owner Account Created' and contains the following text: 'Your owner account has been created using the password and login id you provided. Please click the Owner Login button on the left to login and to begin using your manager account. Thank you for participating in the StakeHolder Instant Feedback Tool.'

You will also receive an instant email confirming your account with details, login and password. We recommend you keep this file for future reference.

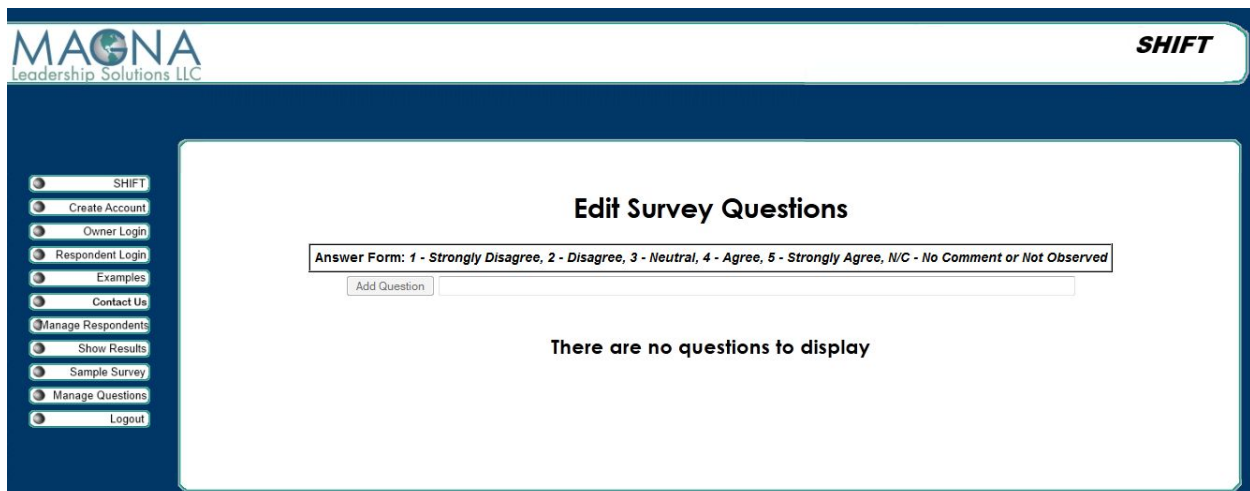
Step 2 – Click  and input the id you created and your password.

Step 3 – Select  to create your own questions. Enter the questions you want to track as many as necessary (there is no limit), but we suggest as few as possible to maximize participation.



The screenshot shows the 'Owner Features' page in the MAGNA SHIFT interface. The page title is 'Owner Features' and it includes a thank-you message for setting up the profile. A sidebar on the left contains navigation links: SHIFT, Create Account, Owner Login, Respondent Login, Examples, Contact Us, Manage Respondents, Show Results, Sample Survey, Manage Questions, and Logout. The main content area lists three features: 'Survey Participants' (allows adding/removing participants up to 15), 'Show Results' (allows viewing results by date range), and 'Sample Survey' (allows viewing individual survey responses). A 'Logout' button is also present at the bottom.

Step 4 – Create your questions in the box to the right of “Add Question”. All questions use the same 5-point Likert scale.

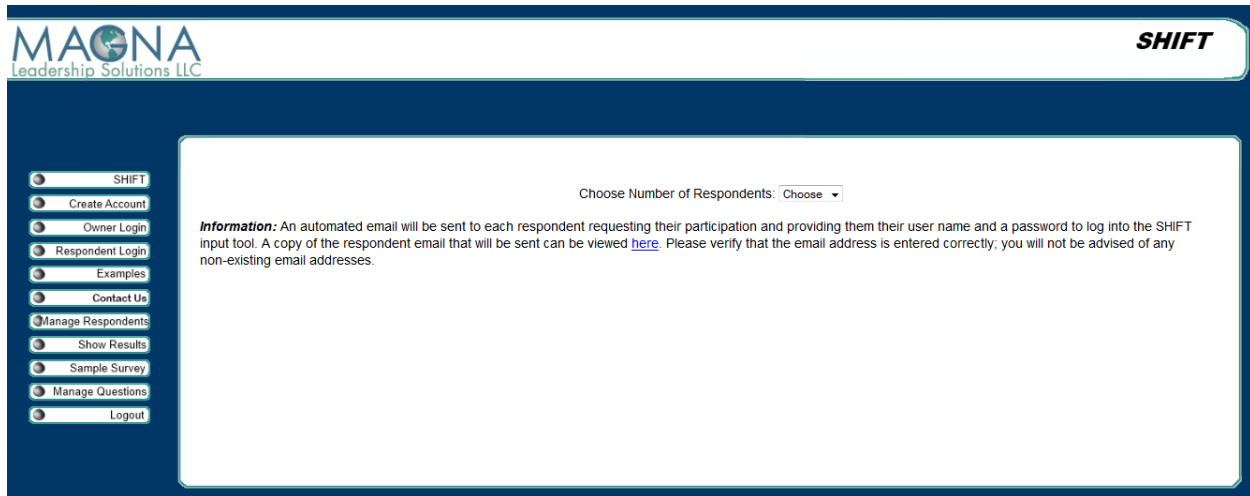


The screenshot shows the 'Edit Survey Questions' page in the MAGNA SHIFT interface. The page title is 'Edit Survey Questions'. A text box contains the answer form: 'Answer Form: 1 - Strongly Disagree, 2 - Disagree, 3 - Neutral, 4 - Agree, 5 - Strongly Agree, N/C - No Comment or Not Observed'. Below this is an 'Add Question' button and a text input field. The main content area displays the message 'There are no questions to display'.

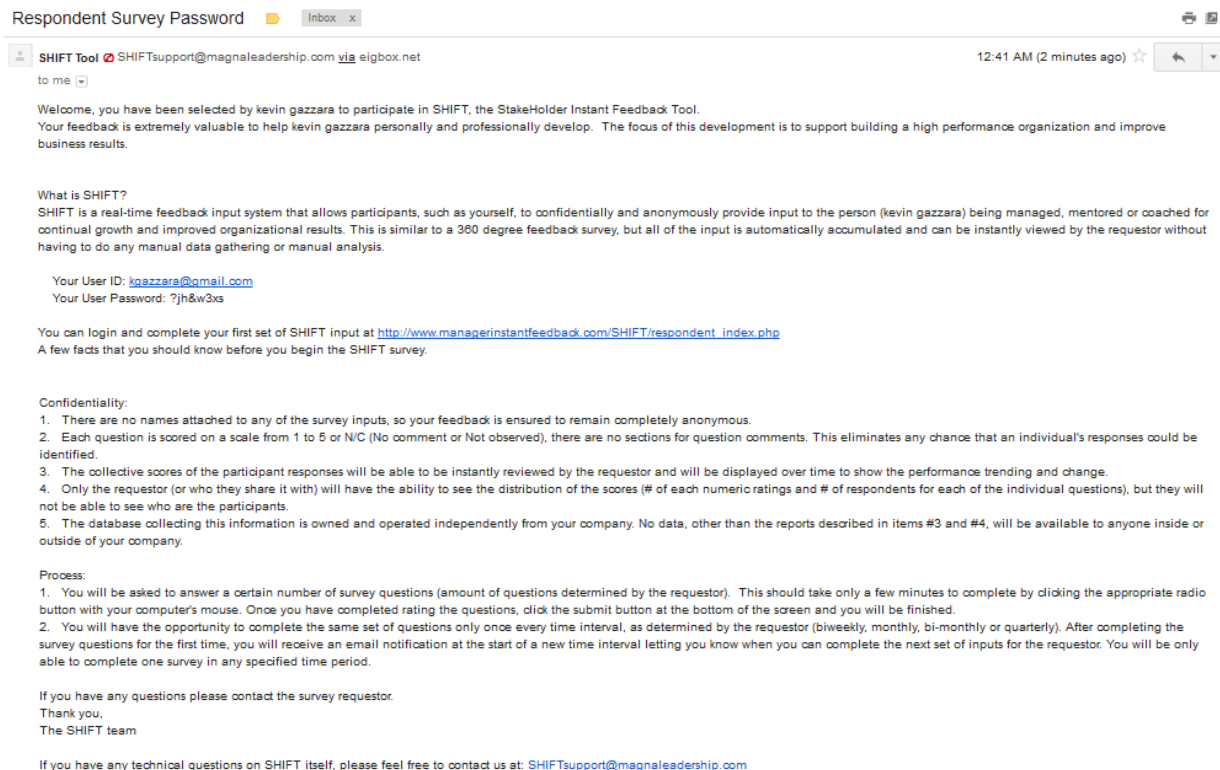
Step 5 – Manage your respondents

You can add or delete respondents or change the frequency of feedback at any time!

Click  on the left hand side of your screen.



Choose the # of respondents (up to 15). Your respondents receive and automated email inviting them to participate in SHIFT with a system-generated password.



Respondents complete a your survey questions (SHIFT Sample Survey Shown – Question actual wording not shown)

The screenshot shows the SHIFT dashboard interface. On the left is a navigation menu with options: SHIFT, Create Account, Owner Login, Respondent Login, Examples, and Contact Us. The main content area is titled 'Example Survey Questions and Layout' and contains a table of 12 survey questions with radio button response options.

1 - Strongly Disagree, 2 - Disagree, 3 - Neutral, 4 - Agree, 5 - Strongly Agree, N/C - No Comment or Not Observed							
No.	Question	Response					
1.	Expectation Setting	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> N/C
2.	Working Style	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> N/C
3.	Planning	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> N/C
4.	Resource Supply	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> N/C
5.	Commitment	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> N/C
6.	Feedback	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> N/C
7.	Change	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> N/C
8.	Risk taking	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> N/C
9.	Recognition	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> N/C
10.	Communication	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> N/C
11.	Fairness	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> N/C
12.	Autonomy	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> N/C

Once your account is set-up and you want to check your data, add/delete respondents or change the frequency of feedback.

The screenshot shows the 'Manage Participants' section of the SHIFT dashboard. It includes a table for existing participants, an 'Add Participant' form, and 'Time Period Intervals' settings.

Participant	Checkmark to Remove
kgazzara@gmail.com	<input type="checkbox"/>
<b>SELECT ALL</b>	<input type="checkbox"/>

**Add Participant**

New Participant Username	Checkmark to Add
<input type="text"/>	<input type="checkbox"/>

**Time Period Intervals**

	Manager Survey
Current Interval	2 Weeks
New Interval	Choose Interval ▾

Once every interval of your choice (2 weeks, 1 month, 2 months or 3 months) you and your respondents receive a reminder email to keep the feedback coming.

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**Example Respondent Reminder Email**

It is now time for you to complete the next set of SHIFT feedback for 'John Doe'. Please go to [http://www.managerinstantfeedback.com/SHIFT/respondent\\_index.php](http://www.managerinstantfeedback.com/SHIFT/respondent_index.php) and complete another survey.

As a reminder, your login name is Login and your password is Password

Thank you for participating in SHIFT.

The SHIFT Team

If you have any questions please feel free to contact us at: [SHIFTsupport@magnaleadership.com](mailto:SHIFTsupport@magnaleadership.com)

Navigation: SHIFT, Create Account, Owner Login, Respondent Login, Examples, Contact Us

**MAGNA** Leadership Solutions LLC **SHIFT**

**Example Owner Reminder Email**

Dear John Doe,

The SHIFT system shows that your last login date to see feedback from your respondents is 2012/01/01. To view your updated feedback, please go to: [http://www.managerinstantfeedback.com/SHIFT/owner\\_index.php](http://www.managerinstantfeedback.com/SHIFT/owner_index.php).

As a reminder, your login name is Login and your password is Password

Thank you for participating in SHIFT.

The SHIFT Team

If you have any questions please feel free to contact us at: [SHIFTsupport@magnaleadership.com](mailto:SHIFTsupport@magnaleadership.com);

Navigation: SHIFT, Create Account, Owner Login, Respondent Login, Examples, Contact Us

## Checking your Results – Once respondents have begun providing input

### Step 1- Login

<http://tinyurl.com/SHIFT-Tool>

**MAGNA** Leadership Solutions LLC **SHIFT**


**Owner Login**

Login ID:

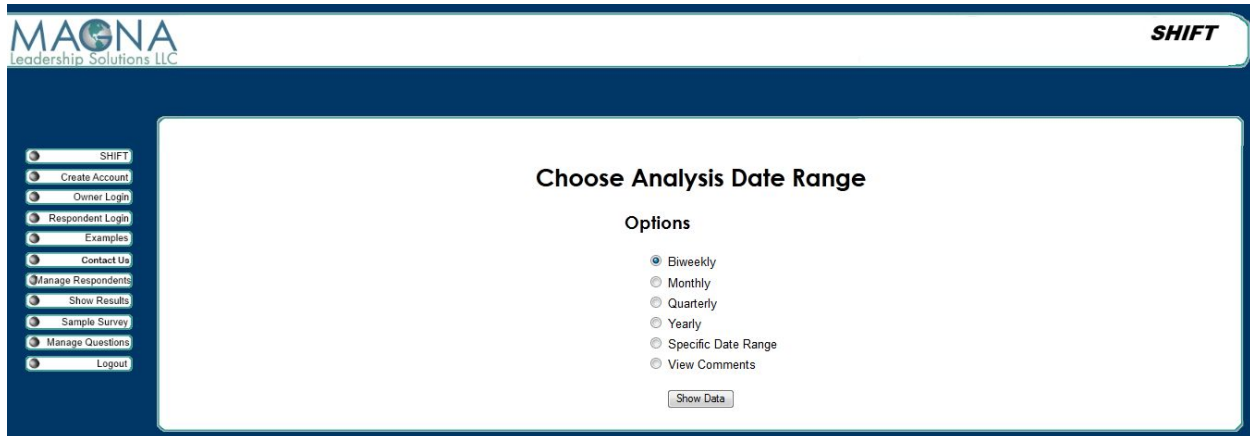
Password:

[Forgot your password?](#)

Navigation: SHIFT, Create Account, Owner Login, Respondent Login, Examples, Contact Us

Step 2 – Click  on the lower left hand side of your screen.

Step 3 - Choose the Date range you prefer (Biweekly suggested for first 2 months of viewing)



Step 4 - See your results

- 3 Create Account
- 3 Owner Login
- 3 Respondent Login
- 3 Examples
- 3 Contact Us

Example Monthly Results



Monthly Data Analysis

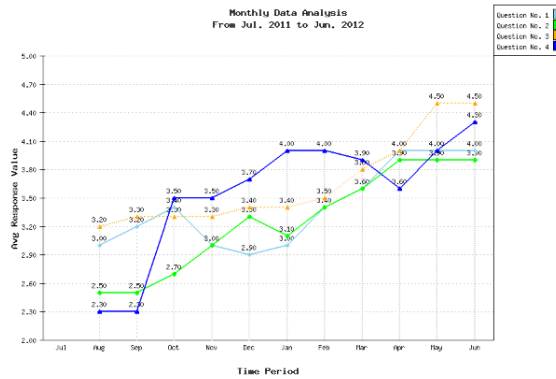
From Jul. 2011 to Jun. 2012

Color	Value Range
Red	0 - 2.49
Yellow	2.50 - 3.99
Green	4.00 - 5.00

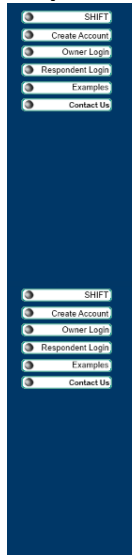
LEGEND: 1 - Strongly Disagree, 2 - Disagree, 3 - Neutral, 4 - Agree, 5 - Strongly Agree, N/C - No Comment or Not Observed

No.	Question	Average Score												Total Responses	Question Total Avg.
		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun		
1	Expectation Setting	0.00	3.00	3.20	3.40	3.00	2.90	3.00	3.40	3.60	4.00	4.00	4.00	120	3.41
2	Working Style	0.00	2.50	2.50	2.70	3.00	3.30	3.10	3.40	3.60	3.90	3.90	3.90	120	3.21
3	Planning	0.00	3.20	3.30	3.30	3.30	3.40	3.40	3.50	3.80	4.00	4.50	4.50	120	3.62
4	Resource Supply	0.00	2.30	2.30	3.50	3.50	3.70	4.00	4.00	3.90	3.60	4.00	4.30	120	3.55
<b>TOTALS</b>		0.00	2.75	2.83	3.23	3.20	3.33	3.38	3.58	3.73	3.88	4.10	4.17	480	3.45

Graph Display  Question 1  Question 2  Question 3  Question 4



**Step 5 – Click on any rating to see details of score distributions**



Example Response Distribution  
 Example Question: "Expectation Setting"  
 1 - Strongly Disagree, 2 - Disagree, 3 - Neutral, 4 - Agree, 5 - Strongly Agree, N/C - No Comment or Not Observed  
 Total Responses: 10


Label	Percentage	Frequency
Value 1 Responses	0.00%	0 responses
Value 2 Responses	0.00%	0 responses
Value 3 Responses	0.00%	0 responses
Value 4 Responses	100.00%	10 responses
Value 5 Responses	0.00%	0 responses
N/C Responses	0.00%	0 responses

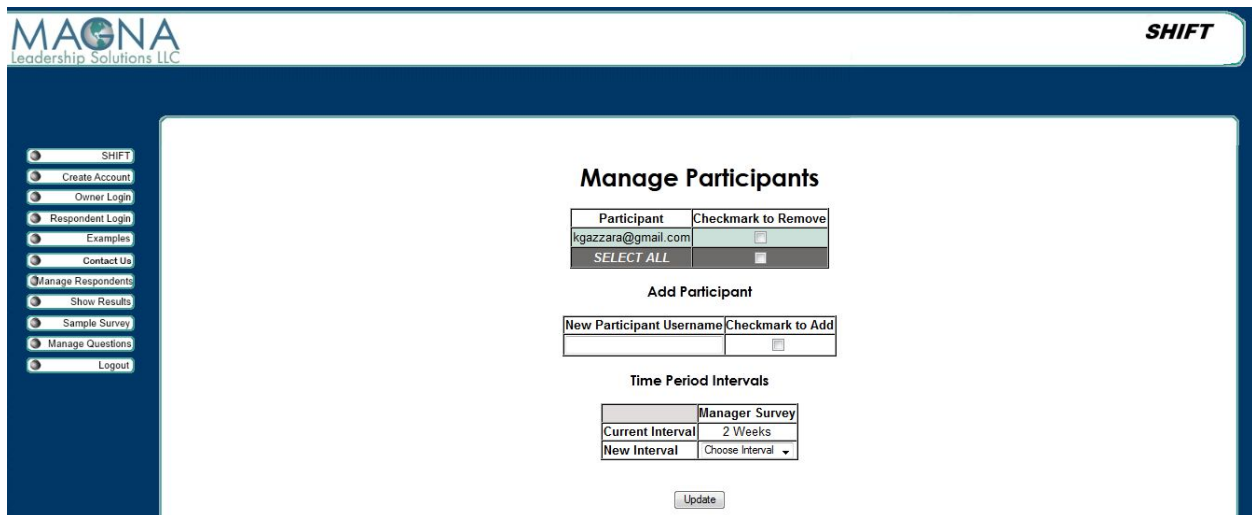
Example Response Distribution  
 Example Question: "Expectation Setting"  
 1 - Strongly Disagree, 2 - Disagree, 3 - Neutral, 4 - Agree, 5 - Strongly Agree, N/C - No Comment or Not Observed  
 Total Responses: 10

Label	Percentage	Frequency
Value 1 Responses	0.00%	0 responses
Value 2 Responses	0.00%	0 responses
Value 3 Responses	0.00%	0 responses
Value 4 Responses	100.00%	10 responses
Value 5 Responses	0.00%	0 responses
N/C Responses	0.00%	0 responses

**Supplemental Information**

Want to add or delete employees, or change the frequency of feedback?

Click  on the left hand side of your screen.



Questions?

Please contact: [SHIFTSUPPORT@Magnaleadership.com](mailto:SHIFTSUPPORT@Magnaleadership.com)