

Investigating the impact of leadership behaviors on engagement

Ines was contracted by an international energy company to identify which leadership behaviours relate to high employee engagement.

Identifying which leadership behaviors relate to high employee engagement

Who used NVivo?

Ines O'Donovan, Doctoral Researcher, Lancaster University Management School, UK

What was the project?

Ines O'Donovan has been contracted by an international energy company to identify which leadership behaviors relate to high employee engagement within their organization. As part of her project, Ines analyzed the company's internal employee survey results, and interviewed several company team members.

The value of NVivo and how it was used

Ines 'coded' or categorized the team members' interviews in NVivo, which helped her to approach her work much more systematically.

"Matrix coding is my favorite feature in NVivo, as it is amazing what I can find by using this."

"As I love visualizing information for easier understanding, I am excited that this has now been extended in the new version of NVivo."

Outcomes from using NVivo

NVivo helped Ines achieve a much more detailed analysis of her findings.

"Coding in NVivo leads to a more exhaustive analysis. And the time put in while coding is saved over and over again during the analysis. I find it fascinating to look at the data from many different perspectives. And of course the data is very well organized."

"I would say to other people thinking about using NVivo - do it! Watch the tutorials or attend a training session to learn about all the possibilities NVivo offers. Otherwise, just start playing with the software and testing what you can do. I have been recommending people use NVivo since I beta-tested version 8 [the previous version of NVivo]. It is great software!"

Distributeur officiel du logiciel NVivo en France.