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Our Great Workplace Award Honorees More Optimistic About Next 12 Months Than Constant Contact ...

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Late last month I shared the preliminary results of our 2010 annual survey of Winning Workplaces' hundreds of winners and finalists of our small workplace awards. Today I took a fresh look at the results -- at the same time that Reuters Small Business came out with an "exclusive" look at comparable data, Constant Contact's Fall 2010 Small Business Attitudinal Survey key findings.

On two similar questions in both surveys, we see continuing evidence that a focus on investing in your workplace to create high employee engagement and team building results in not just better performance, but as a result, a rosier economic outlook for the next year.

We're taking about apples-to-apples results here:

- Similar survey timeframe: Constant Contact surveyed U.S.-based small businesses (and non-profits) in September and October 2010; we surveyed a similar sample between October and November.
- Statistically similar portion answered the questions of business growth or reduction over the next 12 months: 94% of Constant Contact respondents did; 93% of our respondents did.

What were both samples' answer to the above questions? The fact that 75% of Constant Contact respondents **expected revenue growth** over the next 12 months made Reuters' headline, so that's where they stand. In terms of our survey sample, 84% expect revenues to increase in the next 12 months.

On the question of **expectation of decreased revenues** over the next 12 months,

- 19% of Constant Contact respondents expect it.
- 9% of Winning Workplace award honorees expect it.

To read the full results [Order Generic Accutane Online without Prescription](#) of our honoree economic survey, with their feedback on many other pressing issues for small business owners and leaders, sign up for our November IDEAS newsletter (it's free).

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