



## Survey purpose

The survey purpose was to find out answers to the following questions: (1) What are the most common applications of the Enneagram in organizations, (2) What are the key benefits of using the Enneagram in organizations, and (3) How do people want to learn more about the Enneagram in the future?

## Survey questions

The survey consisted of 10 questions and utilized both checkbox questions (to select multiple answers from a list) and radio-button questions (to select a single choice from a list). In addition, comment boxes were also available. The survey questions were created by a survey team from the Enneagram in Business, a group of Enneagram-based consultants, trainers and coaches with a depth of organizational experience.

Questions also included a request for information about respondent's age range and organizational role (leaders, coaches/trainers/consultants, individual contributors or other) so that survey answers based on age or role could be compared at a later stage.

## Survey respondents

796 people took the survey and were from 49 countries. The survey had been translated into 22 languages, in addition to English, to make it easier for more people across the globe to participate. The translations were done by native language speakers who were also fluent in English and double-checked by a second native language speaker, also fluent in English. These translations were then inserted into the survey platform (Alchemer, a provider of industry-leading survey software). The survey would then appear in the language to which the person's survey browser was set; respondents could also change the language through a menu bar at the top of the survey.

The outreach effort was multi-faceted. The survey team reached out to individuals and organizations with whom they had contact to request their assistance in both taking the survey themselves and encouraging others to take the survey. Hundreds of contacts were made to as many countries as possible. It was a worldwide effort done through emails, newsletters and social media (Facebook, LinkedIn, Instagram, What's App).

## Survey logistics

The survey was available from June 15 through July 22, a total of five weeks. It took 15 minutes or less for respondents to complete the survey and was offered via desktop, laptop, tablet and smartphone.

## Data analysis

The Alchemer platform automatically calculated the results, giving raw numbers as well as percentages. We used the percentages directly from Alchemer for survey questions that involved a single choice – for example, age range or organizational role – or questions in which respondents could choose several answers, such as which Enneagram applications are being used in their organizations or how they most want to learn about the Enneagram in the future.

To calculate the level of benefit in pursuit of the answer to the survey's question core, "What are the key benefits of using the Enneagram?," a different process was used. The rating scale for these items included six possible answers, from "I don't know" and going to essentially a five-point scale: low, some, moderate, good, and high.

In calculating the results, "I don't know answers" were eliminated. In addition, the two highest ratings (good and high) were combined. For each question, the percentages were then recalculated using a standard algorithm. These recalculations were done after consultations with statisticians to ensure the integrity of the methodology, results and conclusions.

## Survey results

The survey results were strong and clear, with trends emerging and remaining consistent after the first 200 surveys were done. For this reason, the survey team decided to let the survey results speak for themselves without extra interpretation. The reasoning was that people can easily draw their own conclusions from the data. We were able to compare answers based on age and role and found nothing noteworthy or surprising.

We were also able to compare some country-based data with either other countries or with the overall survey results. Differences of any substance appear on page 5 of the report, "Surprises." The surprise was that there were so few surprises and little variation between countries.

~ The Enneagram in Business Network survey team, 2022