

The 10 commandments of employee feedback

Getting your employees to share their honest thoughts and ideas with you is a gift. As with all internal communications, there is a technique to getting it right. Here at Inside Out Communications Consulting, we've summarised the ten best practises to get the most out of your feedback:

1. Do your research

Nurture your communications through researching feedback best practises for your employees. Would your employees prefer to give feedback via an online form? A focus group? Consider the size and formality of your organisation.



2. Anonymity

It will be hard to receive meaningful information if your employees fear being penalised for their feedback. We recommend that to start with you keep it all anonymous to ensure that employees feel comfortable.



3. An honest culture

Work on creating an honest culture from the inside out. Lead by example - show your employees that no (constructive) criticism is out of bounds by making the executive team hold monthly feedback hours.



4. The workflow

Think about when the most useful time to collect feedback from your employees is. Why not try collecting feedback a couple of days after the celebratory end of a project? This way the employees are still interested.



5. Little and often

Yearly feedback forms are an important employee engagement resource. However breaking them down into smaller chunks can make the task more manageable, and help to capture employees' real-time emotions.



6. Make it worthwhile

Show your employees that their input is valuable. Ensure you follow up with the feedback you ask your employees to give. You never want to hear "another feedback form? What happened with the last one?".



7. Friendly approach

Qualitative data can be difficult but it may be more meaningful than using a number response scale. Try using a mix of open and close-ended questions to incorporate a friendly tone of voice into your communications.



8. Avoid defensiveness

Remember that it can be hard to answer feedback questions honestly. Try to see things from your employees' point of view to avoid discouraging them from giving honest feedback in the future. Be open-minded.



9. Act on it...

It sounds obvious, but be sure to read employee feedback, and to read between the lines. Pick up on key areas of concern raised by employees and get to work on how you can address them.



10. Or say why you can't!

You can't always get back to your employees with a yes. When this is the case, make sure that you don't ignore the feedback. Explain why something isn't feasible, and offer alternative solutions to the issue at hand.



Are you struggling to get the most out of your employee feedback?
Get in touch at hello@insideoutconsulting.co.uk or visit
insideoutconsulting.co.uk

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