



# THE FIVE PILLARS OF ACTION-ORIENTED EMPLOYEE FEEDBACK



*...to enable and effect positive change, aligned  
with the goals of the organisation.*



**M**odern HR and Internal Communications professionals don't just want to measure employee opinion, they want to enable and effect positive change, aligned with the goals of the organisation.

Traditional surveys and pulses may help you measure key metrics like engagement, but they have a fundamental flaw – they only tell you what people think, not why. Without understanding 'why' it's almost impossible to take effective action. The traditional response is to run follow-up meetings and focus groups, but these are costly, disruptive, non-inclusive and the process can take months.

The solution? Build on the five pillars of **Action-Oriented Employee Feedback**.



## One platform for integrated insights

Provide employees with one simple, familiar user experience. Bring multiple sources of feedback together in a single platform, for integrated insights across all surveys, pulses and continuous feedback sources. Gathering employee feedback needs to be established at the core of the organisation but this is harder and less effective with a jumble of different tools.



## Ease of use

Ensure employees can engage and provide feedback at any time and on any device. Leverage years of research and best practices with validated question sets to rapidly roll-out effective, action-oriented feedback projects. You shouldn't need to be a data scientist to benefit from sophisticated analytics. Instead, powerful dashboards and reports should be simple and easy to understand for any employee.



## Real-time root-cause analysis

Use new technologies such as Targeted Anonymous Dialogue™ to ask follow-up questions anonymously, of any groups of employees, and get to the root cause of any issues (the 'why') in near real time. It's a fast and fully inclusive alternative to traditional focus-groups and follow-up meetings. Armed with deeper understanding from the follow-up questions, you'll be ready to take informed, effective action in days rather than months.

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## Decentralised access to actionable insights

It used to be impossible, but now you can automate the distribution of personalised insights to people at all levels of the organisation, empowering them to take action and work on their own development.

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## Flexible, comprehensive support

To implement organisation-wide action or transformative change you might need external expertise. Whether you don't feel you have the right skills or experience in house, or you simply don't have the bandwidth, work with a solution provider who has the experience and flexibility to give you the insights, advice and support you need.

Employee feedback is fundamental to implementing change in businesses and workplaces successfully; but only if you collect, share and execute it correctly. By following the five pillars of Action-Oriented Employee Feedback – a single platform, ease of use, Targeted Anonymous Dialogue™, decentralised actionable insights and comprehensive support – you can get to the root of any issues and take effective, informed and targeted action in days rather than months. After all, it's only by taking that action that you'll make impactful changes to your organisation.

“ ...take effective, informed and targeted action in days rather than months. ”