Feedback Strategy Options

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| Mechanism | Lead | Description | Advantages |
| Surveys & user polls  *(Qualtrics, survey monkey, etc.)* | Project lead, middle management | Employee opinions matter! Use surveys and user polls to obtain the overall pulse of the change. Although user feedback is important – don’t overdo it. Be mindful of how many surveys and polls are sent throughout the modernization project. Obviously, this will vary dependent on the size and length of the project.  ***Keep in mind:*** *you will need to vet the questions and test the tool selected prior to sending it off.* | * A quick and easy way to get feedback * Reaches a large number of employees * Can be anonymous (optional) |
| Suggestion & comment box | Project lead, project team | An open discussion or private e-mail option on the intranet or GCconnex page. This option is beneficial post-implementation where the feedback goes directly to the process owner for continuous improvement.  ***Keep in mind:*** *this option requires an individual or team who will monitor the feedback.* | * Live URL available 24/7 * Can be anonymous (optional) * May leave open indefinitely for ongoing input |
| 1:1 meetings | Middle management & supervisors | Utilize 1:1 meetings to understand how the change is being received. Direct managers and supervisors are the best resources for this as they should already have trust and strong relationships with their employees.  ***Keep in mind:*** *this option requires safety, trust and transparency amongst managers/supervisors and their employees.* | * A comfortable setting that can enable vulnerability * Gathers individual, in-depth feedback |
| Team meetings | Middle managers | Allows employees to surface feedback on the change in their current team environment.  ***Keep in mind:*** *a strong facilitator will be required.* | * Creates transparency * Raises group issues |
| Focus groups (5-12 participants) | Integrated project team | Allows the project team to solicit specific feedback from key contributors on specific topics.  ***Keep in mind:*** *a strong facilitator and real-time transparency of information captured will be required.* | * A shared experience * Participants react together and build off each other’s comments * Option to curate audience based on topics |
| Townhalls | Project sponsor or champion | Use to summarize findings, celebrate successes and address opportunities related to the change across all key audiences. Great way to share the key objectives & vision of the project and how they are being met.  ***Keep in mind:*** *a strong facilitator and prepared agenda are required.* | * Reaches a large number of employees * Creates transparency between senior management and employees * Solicits community input |

***Source:*** *This chart has been adapted from the* [*Self-Service Feedback options in the Change Management Toolkit (page 38-39) by Berkeley, University of California*](https://hr.berkeley.edu/sites/default/files/change_management_toolkit.pdf)*.*