Adopting Continuous Feedback

Adopting continuous feedback should be undertaken as a process, a transition - rather than a sudden, about face, abrupt change. This transition involves several steps, as follows:

1. Determine how often you want to collect feedback from employees

Some employers may want to go to a truly continuous feedback model where managers and employees can submit feedback as often as they want. Others may prefer to take a somewhat different approach, replacing the annual review with semi-annual or quarterly reviews that are a lot less formal and utilize frequent feedback.

2. Create ways to make the feedback an engaging, positive experience

A major part of success with continuous feedback depends on creating interactive forms that are inviting and easy to use. Frequent feedback is generally less formal and structured.
Create a feedback user experience that conveys the informal nature of the feedback through the way its questions are formed and how the employee is able to answer them. Provide a mix of multiple choice and open-ended questions that employees can answer in their own words.

3. Educate and train managers and employees how to use it

For continuous feedback to work, everyone in the organization must know what it is, how it will be used, and what to expect from it.

4. Get feedback on the new performance management system

When continuous feedback is initially deployed, it will be helpful to get comments on it from everyone using it. This feedback can be used to determine what parts of it are working well and identify areas that need more work.

5. Make changes and tweaks that improve it

As inefficiencies and pain points are identified, make changes to the system that optimize efficiency and make the feedback app a pleasure to use.

6. Adjust and adapt as needed

Over time, it may be necessary to make changes to the feedback process to adapt to evolving business needs. Make those changes, then educate and train all users to keep them up-to-date.

About Primalogik

For small to mid-sized businesses, Primalogik 360 offers cloud-based software that provides simple and intuitive tools to drive employee performance and engagement. Unlike expensive and complicated enterprise solutions, Primalogik 360 offers an affordable, easy-to-use and customizable solution for the specific needs of today's companies.

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