DOES EMPLOYEE FEEDBACK MATTER?
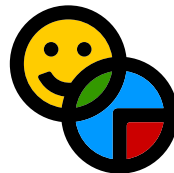
How giving a voice to employees improves recruitment, retention and productivity

by Claire Lew, CEO
Know Your Company

Know Your Company
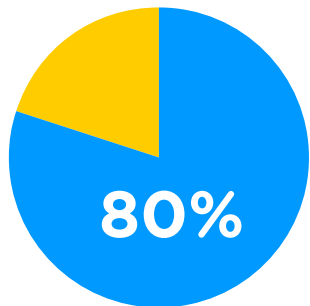
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What do employees want?

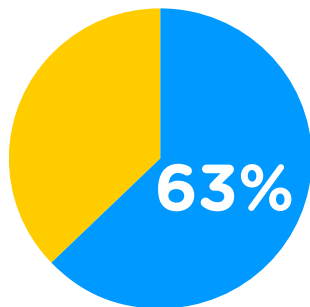Your employees want more feedback... **but they don't want more performance reviews.**

It's well documented that employees today, more than ever, crave to understand what they could do better at their jobs. In our data collected through Know Your Company, we found the same.

80%

Want more feedback about their performance

(1,468 employees were asked through Know Your Company across 138 companies)

However, employees don't see performance reviews as the best way to get this feedback.

It's no secret people don't like performance reviews. They're a long, stressful, giant dump of information from the past year, often with arbitrary ratings and scores.

What employees want instead is regular, helpful feedback from their managers, as well as a way to deliver feedback to their managers.

63%

Yes, we do performance reviews frequently enough

(650 employees were asked through Know Your Company across 73 companies)

EMPLOYEE SURVEY RESPONSE:

"Know Your Company is a safe, hierarchy-less forum for everyone to voice their opinions."

– Beckii Adel, Dynamo

Does employee feedback matter?

Asking employees specific questions in a natural, easy way helps CEOs uncover blind spots and address issues before they turn into real problems — and employees want to participate.

Employees get the message that:

1. You care about them as people.
2. You prioritize the truth.
3. You act on team suggestions.
4. You believe in team building.
5. You're cultivating a company where it's safe to speak up.

All of those factors also seem to affect the way employees view company leadership. In a **recent survey** of 140 employees who use Know Your Company at 30 companies, we found:

69% of employees believe Know Your Company has helped their CEOs become better leaders.

**66%** of employees feel more confident in their CEO/leadership team.

65% of employees say Know Your Company has helped make their CEOs seem more approachable.

"Because of Know Your Company, it's easier to communicate to the top bosses my opinion on subjects I might not have told them."
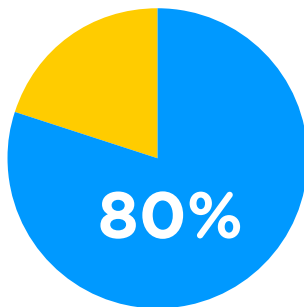
– Jason Terry Vreman, Granite Homes

The key is to make the process routine, quick and easy.

Over lunch with a tech CEO recently, I was talking about **another survey** we recently did, in which **nearly 100** CEOs participated.

92%
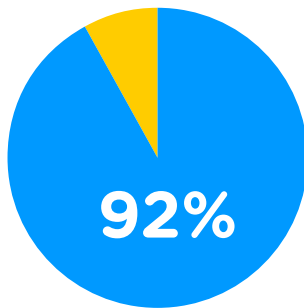
92% of CEOs said they felt *more connected* to their employees when using Know Your Company.

80%

80% of CEOs said they see their teams as *more engaged* when using Know Your Company.

He was interested in these results, and he bought into the idea that feedback can deliver value to companies and leaders. He was concerned, however, that his employees would find the whole process…**annoying.**

The data not only suggests employees do **not find requests for feedback annoying,** but they relish the chance to participate in company decision-making, team bonding and information-sharing.

Are employees annoyed by feedback requests?

Employee survey responses:

*"I love Know Your Company's super **easy and intuitive** interface."*

– Beth Adele Long, Planet Argon

*"It's to the point, doesn't take much time to get involved with, **but is useful**."*

– James Ellian, Engage Interactive

*"The one thing I love about Know Your Company is the **ease of responding**."*

– Jason Moss, Wintergreen Hospitality

Why do employees want to give and get feedback?

Employees have overwhelmingly positive feedback about this kind of feedback, according to our survey. **Here's a taste of what respondents had to say:**

Since they began using Know Your Company,

94% Feel **more connected** to their co-workers.

78% Feel they have **more of a voice** at their companies.

81% Feel they **better understand** what's happening at their workplaces.

Employee survey responses:

"The absolutely #1 thing I like about Know Your Company is the transparency between colleagues and the sense of getting to know everyone on a more personal level."
- Neal Nye, KwikBoost

"It's a great way to bond with co-workers when working in a distributed team."
- Matthew Turney, Kissmetrics

The implications of that touch on:
Recruitment • Retention • Productivity

What are the top questions you should ask employees?

Based on two and half years' worth of data from 104 questions asked by more than 200 companies in over 15 countries, **these questions are the most popular** and sparked the most feedback from employees:

#1: Do you think the company is the right size?

Do people still recognize each other in the hallway? Do people feel the leadership team is still accessible? That's important if you've recently hired or opened new offices.

#2: Have you ever been afraid to suggest an idea at work because you thought someone might shoot it down?

Asking this question will help clue you into whether you should encourage more "devil's advocate" viewpoints to avoid group-think.

#3: Do you feel like you're spread too thin right now?

Gauge how stressed folks feel, so you can identify potential burnout earlier, and keep that sentiment from affecting other employees.

#4: If someone asked you to describe the vision of the company, would a clear answer immediately come to mind?

If the vision isn't clear or if it's not shared across the entire company, you're not giving your employees a big enough reason to care to do good work (other than for a paycheck).

"Know Your Company helps facilitate both serious discussions and fun conversation in the office."

– Sloane Stradley, EY Intuitive

Jadu: a Know Your Company case study

Jadu rolled out Know Your Company as it grew from 60-some people to over 100 people working from offices on three different continents. To keep the people-focused, close-knit culture the company was founded on, Jadu CEO Suraj Kika began asking questions.

"Suggestion boxes seemed so outdated and frankly, something most people would ignore. We wanted something that worked in the native 'digital' environment my team lived and worked in," said Jadu CEO Suraj Kika.

At first, the goal was to get employee feedback on how the company was doing. Then, the goal became **more focused** on sourcing ideas from the team. And ultimately, the shared feedback helped the growing, dispersed team get to know one another better.

"The moment you start grouping people together, you change the dynamic with every person you add. You also bring in a whole bunch of new challenges in people management and culture," said Kika. *"It's important as we grow, and as we see new people at Jadu every day."*

How can you help your team become happier at work?

Our mission is to help people become happier at work.
We believe this happens when people can communicate openly and honestly.

If you're curious about how Know Your Company can help bring your employees together, get **our free trial.**

Check out our **talks** and our **blog**, and follow us on **Twitter**.

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