

Navigating Anonymous Employee Feedback: A Manager's Guide to Constructive Action

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Introduction

- What is feedback?
- The anonymous employee survey
- Before the survey starts
- During the survey
- Post survey
- Receiving your results
- Comparing results
- Determining where to start
- Digging into the comments
- Communicating your results
- Follow up

What is feedback?

Definition: Information about reactions to a product, a person's performance of a task, etc. which is used as a basis for improvement.

“We all need people who will give us feedback. That’s how we improve.” – Bill Gates

Feedback

Type	Anonymous	Detailed
Engagement survey	✓	✓
Pulse Survey	✓	✗
Exit Survey	✗	✓
Employee feedback	✓	✗

The anonymous employee survey

- Mass collection of data over a defined period of time
- Sent to all staff within an organisation
- Differentiated distribution of results, across management levels

Before the survey starts

- Review your action points from the last survey
- Refresh accomplishments in minds of staff, what did you do last year?
- Encourage staff to respond and get their buy in
- Ensure they understand why the survey is important
- Start to set the scene with managers/recipients of the feedback

During the Survey

- Continue to document what is happening right now
 - Impacts to results
 - Issues or difficulties?
 - Excitement or engagement?
 - Details will provide a lens to view the results through
- Monitor completion rates
- Have you answered too!



Post Survey

- Thank staff for their responses
- Understand when results will be available to set aside time for review
- Know when managers will receive their results

Receiving your results

Initial review

Snapshot in time
Sit with the feedback
Feedback isn't personal.

Managing your own response

Understand your own reaction
Supporting others while
receiving unexpected results
from them is tough

Care plan for new managers

Receiving this style
of feedback for the
first time can need
support.

Comparing results

- What to compare to?
 - Wider department/reporting line?
 - Within the company?
 - Best benchmark is to the past year
 - What were your focus areas last year, have your efforts made impact?
 - Changes to your team
- Dependent on how results are shared with you, consider the areas of strength and areas of improvement



Determining where to start

- Use a data driven approach to analysing data
 - Available visuals
 - Heat maps
 - Prior survey results
 - Sphere of influence
 - Typical result across the wider company, can you influence?
 - If not, explain and keep staff connected with organisational changes
- Retention issues
- HR support for strong/negative feedback

Heat maps

88	94	100	95	100
81	97	98	95	100
69	94	95	90	90
81	88	90	95	85
74	92	94	94	90
75	94	93	95	90
72	84	90	85	90
69	75	95	90	85
74	80	91	87	90
81	75	85	90	85
66	78	93	90	75
84	72	95	85	90

- Colour code results for a good overview across your managers or teams
- Where are the common high or low scores?
- Where does one manager differ to the others?

Digging into the comments

- Consider using AI to summarise the main themes
 - Care to avoid over generalising
 - Consider using a word cloud
 - AI isn't the only way to analyse text!
- Are comments positive, negative or neutral in tone
- Cultural differences in feedback or marking
- Differences related to how visible the organisation is to those responding

Communicating your results

- Be open and transparent
 - Model an appropriate response
 - Celebrate the positives in your results!
 - Choose 1 or 2 focus areas and commit to action
 - Invite further detail
 - Will your actions have the right impact and improve issues
 - Encourage your managers to do the same with their teams



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Follow up

- Do what you say
 - Regularly update on progress through the year
 - Are your actions still accurate?
- Learning reflections
 - What changed this year?
 - How could you approach situations differently?
 - How do you want this period to run next year?



Thank you

