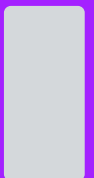


INFLUENCE LEARNING AND ACHIEVEMENT WITH FEEDBACK

Three ways to drive your
organisation forward with feedback

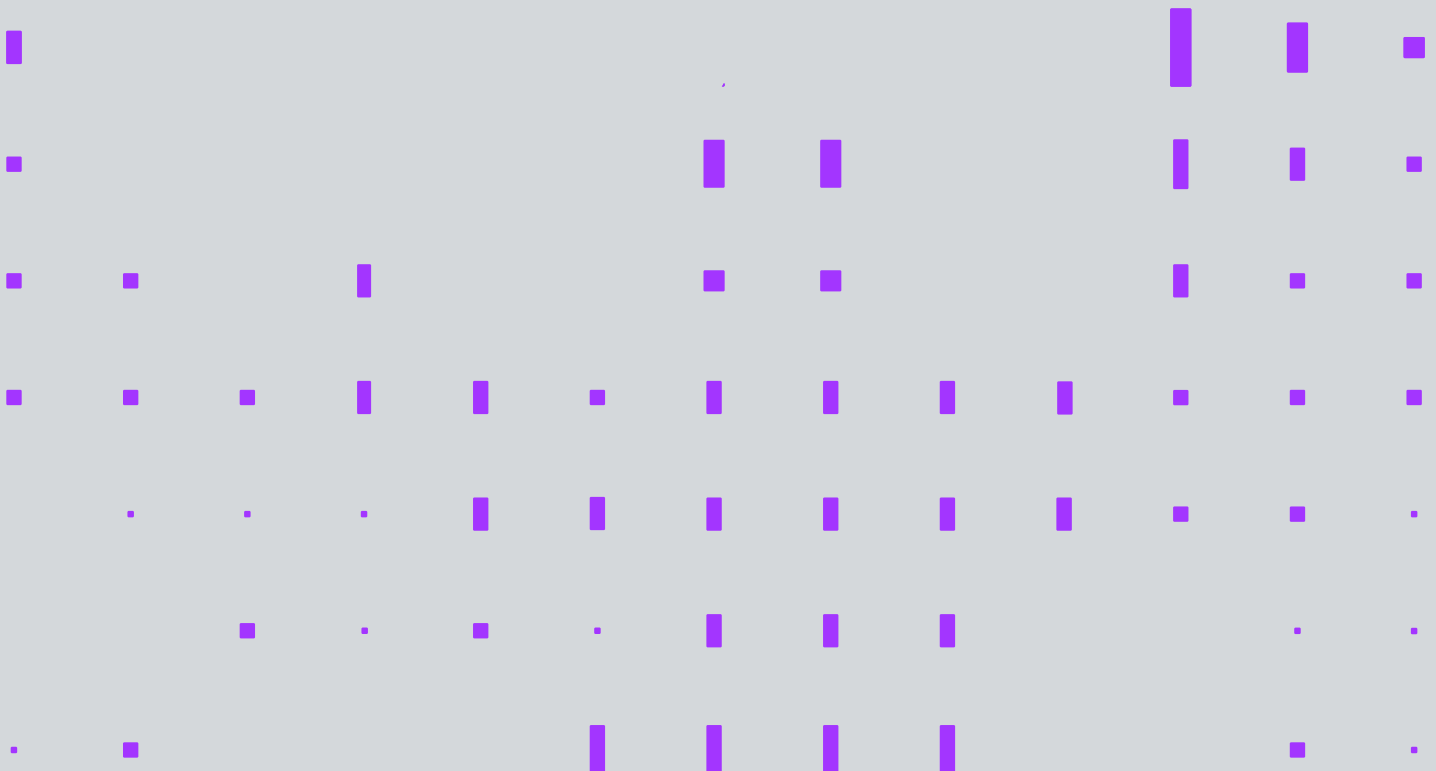


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Despite the fact that we've all been doing it for decades, the question: "Can feedback really support the business performance?" is often asked. And while we know that feedback cultivates growth and development, we also know that it doesn't work in a vacuum.

The most common reason feedback fails to yield results is that it hasn't been connected to a specific objective. However, when it's well-designed and targeted, feedback has a powerful influence on learning and achievement. Keeping it focused is the best way to ensure your feedback process will drive individual performance in alignment with the objectives of your organisation. So, what talent challenges can feedback support?



1. Supporting leadership readiness

A person getting ready to become a leader must be aware of all the qualities they should possess in order to be effective.

- Strong, relevant feedback shows how much leaders care about the growth of people in their teams.
- A consistent feedback culture empowers talent to grow, and offers you insight into their drivers and values.
- By giving your talents a voice, and listening to them, you'll likely hold on to them for longer.
- The feedback data will equip you to gauge leadership readiness and take the right action to help employees accelerate their development and step up to new roles.

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Without meaningful conversations about personal aspirations, performance, potential, development and readiness, it is unlikely they'll be able to sustain a high level of performance.

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2. Creating a culture of feedback

If a company already has an established feedback culture at its core, it has the foundations in place to continually develop, grow and achieve.

However, creating a new culture whereby individual, team and indeed group-wide feedback is welcomed and the norm, is complex. As is ensuring all employees feel empowered to give and receive feedback in a meaningful way.

- Management plays a big part in making others feel comfortable in both giving and receiving feedback. A manager can really set the example by openly asking for feedback, for instance at the close of meetings, during projects, and in regular check-ins, and by truly showing willingness to learn from the feedback received. This begins to create a new 'norm' which others will follow.
- Creating a true culture of feedback is not a one-off event. For feedback to become embedded into an organisation leadership should be constantly looking out for ways to promote the organisation's willingness to receive and act upon constructive feedback, for example it should be a core culture pillar reflected in the interview and onboarding process; training on giving and receiving feedback should be offered to leaders and other relevant staff; and programs and initiatives, including KPIs and appraisals, should further demonstrate the importance of feedback and development within the organisation.
- A core belief within a feedback culture should be to consider it normal that we, as individuals, are never 'finished products'. And the development of everyone, no matter their role, is vital to their own professional growth and the entire company's success.



3. Developing high performing teams

It's likely that at one stage in our career we've worked for a high-performing team, and seen the results and engagement an effective team can bring.

It's likely too that we've worked within a team that hasn't yet reached that sweet spot it's capable of, but what's the first step to kick-start team-wide awareness, and drive development? Enter **Team 360 feedback solutions**.

When looking at development programs, it's important to think broader than just the individual. Businesses are built of teams and addressing team development can bring great success to organisations. So, how can we do it right?

- It's important to think of the team as an entity within itself and not an aggregated set of individuals. To get meaningful insight on the team's strengths and areas for growth you need to go beyond the strengths and areas for growth of each individual team member.
- Providing feedback on a team, rather than a group of individuals, will uncover different insights aligned to the team's core competencies. How effectively does the team operate? How supportive are the team members to each other and the rest of the business? Does the team warmly welcome and integrate new team members? Do they hold each other accountable?
- If organisations take a fresh approach and review team performance as a whole and do more than simply aggregate individual data, this group feedback will provide meaningful insight to lay the foundation for improved team performance.

Supporting leadership readiness, supporting organisational change and driving team development are just three ways you can drive your organisation forward with feedback.

However, there are many more ways in which the insight gained from feedback can drive success. For example by deploying a 360 feedback campaign and **using dashboards to aggregate your data in a user friendly way, allowing you to identify organisation-wide trends to give structure to your L&D and recruitment initiatives**. Or by successfully managing feedback within your Leadership group.

