

Organizational Development

Feedback without survey

A new quality of feedback coming from the organization.

Active listening and more room for individuality and diversity are among the key factors for sustainably successful companies. Anyone who follows current studies and publications on the subject of employee experience will see that there is no way around it in the future.

To meet these demands, a management tool is needed that allows employees to give feedback at any time, whenever something affects their work or themselves. Be it in relation to their efficiency and effectiveness, their performance or their motivation and commitment.

This requires a move away from the passive survey methodology, which only allows feedback at specific times and only on predefined questions. This means no more surveys of any kind, but a feedback platform that is open 365 days a year for feedback on all topics and challenges relevant to the organization.

SMART FED implements this consistently with an object-oriented approach. Here, the employees themselves determine what or whom and when they want to give feedback.

It is purely intrinsically motivated feedback, which enables a completely new quality of feedback in an organizational context. The central features are summarized here for you.

▪ **Topicality**

SMART FED knows no time restrictions. Thus, employees can provide immediate feedback whenever developments and changes in the organization affect them personally or their work.

This opens up the possibility of taking prompt action and proactively countering an escalation.

▪ **Individuality**

In contrast to the classic survey technique, with SMART FED employees

choose for themselves what or whom and on what specific topic they would like to give feedback.

Whether it's the organization, their superiors, their team, their job, or other aspects of their work environment. The important thing is that they can do it with their individual perception and weighting.

Only under this condition the demand for more diversity in companies can be fulfilled.

▪ **Authenticity**

The basic prerequisite for authentic feedback is intrinsic motivation when giving it, as well as maximum protection of anonymity.

Only when employees are sure that they are not directly or indirectly identifiable as an individual, they will give feedback openly and honestly. Otherwise, considerations of potential consequences will always influence the delivery of feedback in some way.

For organizational development and HR management, this aspect of authenticity is crucial to avoid creating blind spots in the organization.

Be it for reasons of complaisance or fear of reprisals.

Both criteria – intrinsic motivation and protection of anonymity – are guaranteed by SMART FED in a unique way.

▪ **Relevance**

The characteristics of topicality, individuality, and authenticity form the basis for relevant feedback in both temporal

and thematic contexts.

Both dimensions are a prerequisite for being able to act adequately and purposefully at the right place and at the right time.

SMART FED creates comprehensive transparency here. It analyzes the submitted feedbacks down to the concrete criterion in the temporal context as well as under all thematic and organizational perspectives.

In this way, it is possible to quickly evaluate whether the feedback is merely isolated and scattered, i.e. the background noise in the organization, or whether there is a significant accumulation at a particular location over a short period of time.

▪ **Actionable Feedback**

SMART FED's object-oriented approach provides very in-depth and thus very concrete feedback from employees.

In addition, there is the focus on the core question that really moves the company forward. That is, what is valued or what needs to be improved.

In other words, SMART FED is not about rating scales and determining a passive survey index, but about actionable feedback with indications of concrete and substantial potential for improvement in the organization. Everything else is "nice to know".

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