

SMART feedback instead of expensive surveys

Smart Corporate Management

As CEO, you want to manage your company efficiently and effectively. High-quality data – timely, authentic, comprehensive, and relevant – is essential for this.

Nothing is more fatal for corporate management than making decisions based on inadequate or distorted data and information – whether due to generalization, lack of context, insufficient weighting, retrospective analysis, incompleteness, or other forms of distortion.

A reliable database is of crucial importance, particularly in corporate and organizational development.

Organizational development is primarily about identifying changes early on that have a positive or negative impact on performance, productivity, and employee motivation and engagement. The challenge in this context is to obtain reliable and authentic information on the multitude of factors that influence these key performance indicators.

The alternative approach

SMART FED has developed a structured feedback portal for this purpose, which systematically records and accumulates employees' experiences, observations, and perceptions, and analyzes and visualizes them from different perspectives. The object-oriented approach used for this purpose offers decisive advantages over surveys and other feedback tools:

- **Individuality & Topicality**

Every person in the company can provide direct feedback at any time about what they perceive as positive or negative. This applies to all factors, such as the efficiency and effectiveness of processes, collaboration and information exchange, or personal work, the job, the working environment, or the corporate culture.

- **Clarity & Unambiguity**

All feedback is clearly and precisely assigned to the relevant context. There are no generalizations that detract from the thematic, organizational, or technical assignment.

- **Authenticity & Relevance**

All feedback is intrinsically motivated and specific – without being influenced by compulsive questioning at a specific point in time and predetermined topics with often rather academic questions.



- **No survey fatigue**

Employees decide for themselves when and on what or whom they want to give feedback. Namely, when something has a noticeable impact on their work, performance, or motivation – whether positive or negative. There is no need for constant surveys with low response rates, which dull the senses and distort results.

- **Clear prioritization**

The evaluations at SMART FED clearly show which factors actually have a significant impact on the organization's performance or employee loyalty, motivation, and commitment – including clear assignment to the units and teams affected.

Conclusion

SMART FED's feedback portal makes corporate management smart and organizational development efficient and effective.

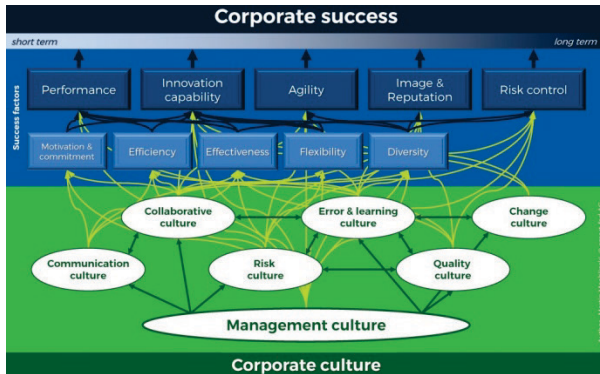
This management tool enables you to act promptly, in the right place, at the right time, and with the appropriate priority. To this end, it provides high-quality data and information that cannot be manipulated and gives a comprehensive picture of the organization. No blind spots that could lead to unwanted surprises at some point. Just because you queried them too late, too rarely, or not at all.

Author: Martin Mechlinski / SMART FED

Publications

<https://smart-fed.com/en/publications/>

Corporate Culture



Dimensions Of Appreciation



Toxic Corporate Culture



Employee Surveys & Feedback

Forms of employee surveys and employee feedback in companies.

Mood barometer	Pulse surveys	Microsurveys	Employee surveys	Smart feedback
Address: organization	Address: organization	Address: organization	Address: organization	Address: organization
Form: online	Form: online	Form: online	Form: online	Form: online
Structure: linear	Structure: linear	Structure: linear	Structure: linear	Structure: tree structure
Interval: daily	Interval: weekly to monthly	Interval: weekly to semi-annually	Interval: annual to perennial	Interval: t → at any time
Anonymity: No	Anonymity: Yes	Anonymity: No	Anonymity: No	Anonymity: Yes
Individuality: No	Individuality: No	Individuality: No	Individuality: No	Individuality: Yes
Goal: Measurement of the general mood in the organization.	Goal: Measurement of the general working climate on the basis of established characteristics.	Goal: Identification of the company in Employee Experience Measurement (EXM).	Goal: Measurement of employee satisfaction or employee engagement.	Goal: Identification of potentials for increasing employee motivation and commitment, as well as increasing efficiency, effectiveness and performance of the organization.
Legend: <ul style="list-style-type: none"> 1: Near common occurrence 2: Protection of the anonymity of people giving feedback 3: Possibility for employees themselves to determine what and on what they would like to give feedback 	<ul style="list-style-type: none"> 1: No 2: Yes 	<ul style="list-style-type: none"> 1: No 2: Yes 	<ul style="list-style-type: none"> 1: No 2: Yes 	<ul style="list-style-type: none"> 1: No 2: Yes
Employee review	360° feedback	Instant feedback		
Address: Single person	Address: Single person	Address: Single person		
Form: personal	Form: online	Form: online		
Structure: linear	Structure: linear	Structure: open		
Interval: annual	Interval: annual	Interval: t → at any time		
Anonymity: No	Anonymity: No	Anonymity: No		
Individuality: No	Individuality: No	Individuality: No		
Goal: Mutual feedback between supervisor and employee.	Goal: Assessment of the behavior and competencies of individuals.	Goal: Direct, personal feedback to individuals within the organization.		

Sustainable Human Resource Management



Employee Survey Smart



Feedback Without Surveys



Employee surveys vs. AI

