

HOW TO

# Launch Real-Time Feedback





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## 01 / Introduction

So, you're looking for a way to develop employees and innovate your performance management. You've come to the right place!

Real-Time Feedback is an exciting solution that brings a lot of value to Reflektive customers. This guide will show you how it can have a positive impact for your team, and how to partner with your Customer Success Manager to implement it in your organization.

## 02 / What is Real-Time Feedback?

Real-Time Feedback shifts the traditional annual or bi-annual performance review process into giving and receiving feedback on an ongoing, consistent basis.

A more frequent model for feedback brings value to employers and employees. In fact, 66 percent of employees want more recognition.



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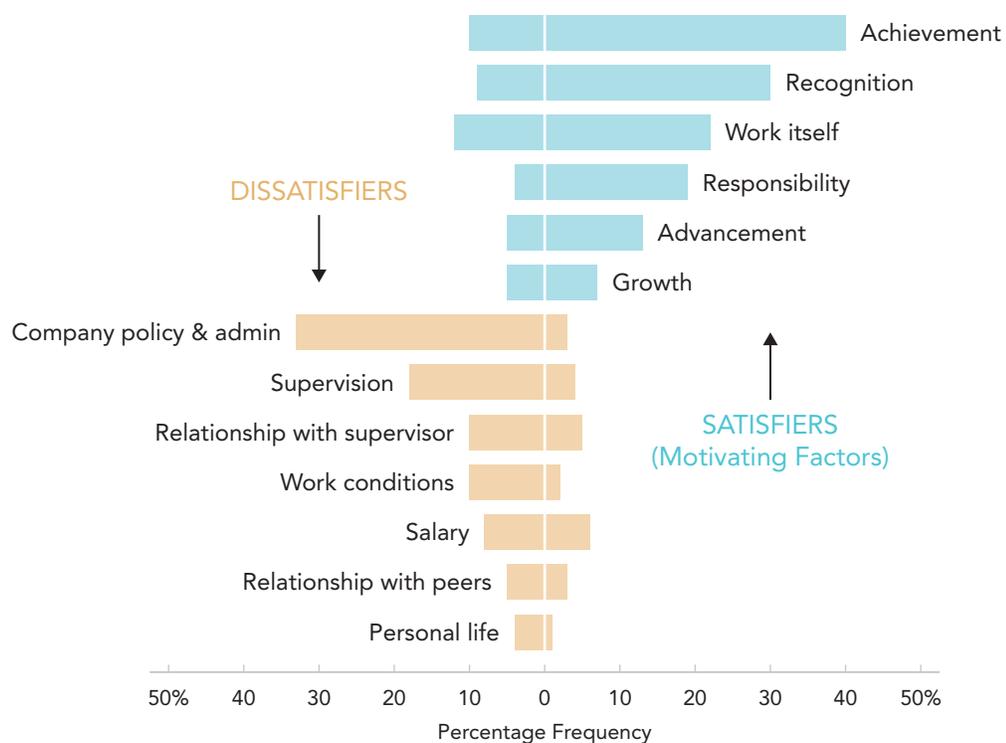
*66 percent of employees want more recognition*



It shouldn't be a surprise that today's workforce wants feedback and recognition on a more frequent basis.

According to Fred Herzberg, a famous American psychologist who studied motivational theory, achievement and recognition are two of the most important motivating factors for employees. By giving employees recognition, you can make an impact on employee motivation and retention in the long run. With feedback, you will also give employees a better chance to achieve their goals as well.

Fred Herzberg's Two-Factor Theory, shown as a comparison of satisfiers and dissatisfiers:



The value of more frequent feedback doesn't stop there. It also has a huge positive impact for the organization as a whole – companies with effective recognition programs have 30 percent less churn. By implementing a recognition program, companies save significant amounts of time and money by not needing to hire and train new employees as frequently.



*Companies with effective recognition programs have 30 percent lower staff turnover*



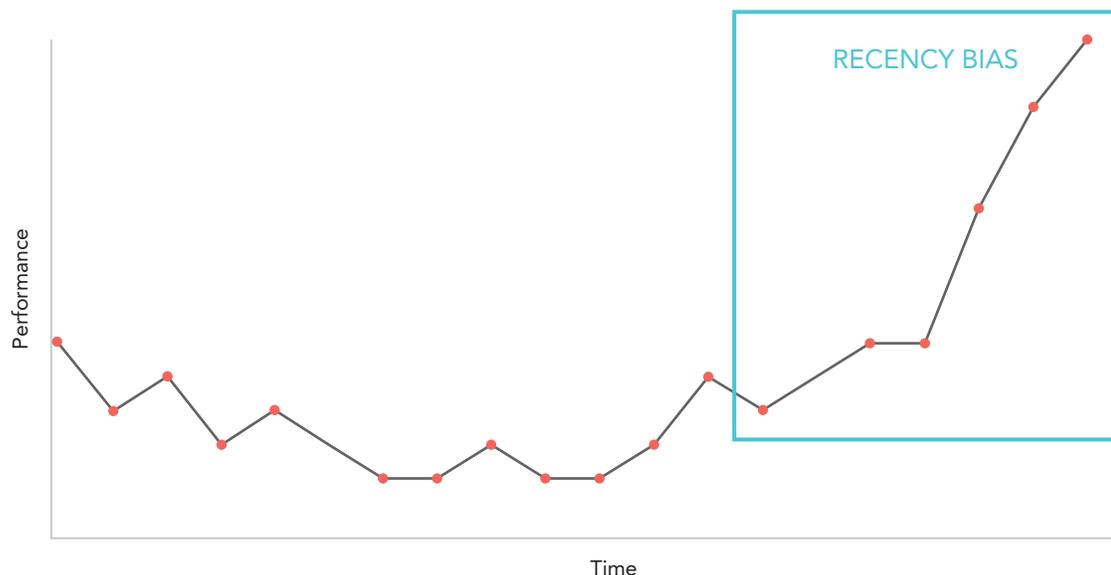
## 03 / Real-Time Feedback Supports Performance Reviews

When performance reviews are implemented on their own, they do a disservice to employees by only offering infrequent feedback and giving inaccurate measures of performance due to recency bias.

- ❌ Infrequent recognition → uninspired workforce
- ❌ Employee churn is costly
- ❌ Ineffective performance reviews

When you sit down to fill out a performance evaluation, it's easy to focus on an employee's most recent performance, which means employees don't receive proper feedback on many earlier months of work.

Performance reviews alone are therefore an ineffective approach for assessing employees' strengths and areas for improvement, since a lot of valuable and actionable information can be missed. This lack of data not only hurts employee growth, but the company's ability to make sound decisions around promotions.



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*Recency bias impacts the ability to conduct reviews objectively*



Real-Time Feedback allows employees to share recognition much more easily and frequently because the tool works seamlessly within employees' existing workflows. Our solution enables employees to easily and intuitively give positive feedback to one another, which in turn **reduces turnover costs** for the organization, and ultimately allows for **more impactful and data-driven performance reviews**.

Many Reflektive customers adopt our Performance Review product and use it in conjunction with Real-Time Feedback, benefiting from the improved accuracy and impact on employee development and motivation. It's also an option to use Real-Time Feedback in conjunction with lightweight Check-Ins, run quarterly or more frequently, as Reflektive customers including Pinterest have done.

- ✓ Channel for sharing frequent recognition
- ✓ Reduced turnover costs
- ✓ Integration with performance reviews





## 04 / Implementing Real-Time Feedback

You've determined Real-Time Feedback can positively impact your organization's performance management goals. Now it's time to personalize the tool to fit your culture and introduce employees to this new way of interacting as a team. Here are three steps our customers have found to ensure long-term success with Real-Time Feedback.



### Step 1: Product Configuration

At Reflektive, your Customer Success Manager will work with you to launch the right configurations based on your company culture. Since there are numerous variations to how the tool can be launched, we want to understand what will maximize engagement with the product across your team.

Some best practices we recommend are:

- Use peer-to-peer positive feedback so constructive feedback is between managers and their direct reports
- Use our Peer Bonus feature to optimize your adoption rate

#### Use Points for Visibility

Rewards are a powerful engagement tool for employees, since they aren't given out as frequently as regular recognition. Our [Peer Bonus tool](#) is one we've seen a lot of success with for this reason. More importantly, this feature can be used to further increase the visibility of standout work across your organization. This helps [differentiate employees who are reaching important milestones](#), giving your team a better understanding of who to promote.



## Measure Success With Polls

Another powerful feature within our Real-Time Feedback platform is our Polls tool. This is useful to get a quick pulse on employee satisfaction and engagement. It allows your organization to measure and track the effectiveness of talent management initiatives over time, and can be used to track data around what's working and what's not.

A poll takes less than a minute to create and send out, and is even easier for your employees to respond to, as it is displayed right within the email plugin.

There are two polls in particular that we recommend to our clients:

1. **Net Promoter Score** poll, or eNPS. This is a great way to measure employee satisfaction.
2. Poll your employees on **whether they feel they're receiving enough feedback**. This can help you tweak your communication around the Real-Time Feedback, prompting you to nudge your leadership teams if necessary.



## Step 2: Leadership Training

Once you've decided on the right configurations, you'll want to focus on adoption. To ensure widespread use of the tool, it's crucial that leaders within your organization are fully behind the initiative. They'll need to be the most active users in order to maximize the value your team can get out of our tool.

To get your managers on board, we recommend leading a workshop, covering:

- The purpose of the tool
- How it will add value to them
- How best to give feedback



### Lead By Example

- ✓ Ask managers to give 1 piece of feedback to each direct report
- ✓ Encourage managers to give feedback once per week
- ✓ Communicate the value of the 'My Team' page to prepare for 1x1s

Your Reflektive Customer Success Manager will equip you with all the resources you'll need to do this. It will help to communicate the fact that the tool will help them with performance reviews down the line – the more feedback they share, the more data they'll have at their disposal when it's performance review season.

**Ask managers to give one piece of feedback to each of their direct reports once the tool is launched.** This will ensure that every individual contributor will immediately begin interacting with the tool by receiving feedback. Employees will in turn become more comfortable and likely to send feedback of their own.

It'll be important for managers to immediately begin sending feedback once you launch the tool – this will confirm the importance and value of Real-Time Feedback to the rest of the organization.

Be sure to communicate the value of managers' *My Team* page for reviewing notes and 1x1 Agendas. These features will maximize the value of face-to-face meetings between managers and direct reports.



### Step 3: Employee Training

Now that you have the support of your leaders and managers, we recommend holding a company-wide meeting to discuss why you're launching the tool and how it can be used. Communicate how this tool will have a positive impact on their professional development, since this will increase employee buy-in.

Employees will better recognize which attributes and values to continue striving towards, how to emulate other over achievers, and course-correct more frequently with the increased constructive feedback they'll receive from their managers.



## Direct Reports Own Their Development

Your employees will gradually increase their usage of the tool as they begin recognizing others for their positive work, tracking their own feedback, and organizing their notes for their manager in the 1x1 Agenda feature. They'll begin to realize what a powerful tool Real-Time Feedback is for their career development, which in turn will lead to increased usage.

To ensure engagement, ask employees to aim to **give at least one piece of feedback per week** as they are learning the benefits of Real-Time Feedback. We will follow up with you shortly after launch on engagement statistics to help shape your communication strategy.

## 05 / You're Live!

Remember that creating a culture of frequent feedback is not a one-time event or initiative – it must be communicated to the organization until it becomes second-nature.

Don't shy away from encouraging both employees and leadership teams to engage with the tool and give out well-deserved feedback.

Partner up with managers to spread your voice on the value of the tool, helping you achieve your ongoing goal of employee engagement and satisfaction.

## Find Out More



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