



# Making Continuous Feedback Happen In 2020

Part I:

What Continuous  
Feedback Is & How  
To Collect It



# Historical Approaches To Capturing Feedback



Annual  
Event-centric

Pulse  
Event-centric

Continuous  
Evergreen

# What Is Continuous Employee Feedback?



A continuous feedback strategy encourages **consistent communication** centered around an employee's growth.

It leverages the 'trial and error' learning patterns that are central to the way **humans naturally learn.**

*From energizing employees to grow positive traits, to deterring them from slippery slopes, frequent feedback is critical to the success of individuals, managers, and companies.*

# Why Choose A Continuous Feedback Approach?



## Event-Centric

Annual, bi-annual, and pulse surveys are dreaded by employees, have low participation rates, interrupt business momentum, and prohibit accurate data measurement.

Past

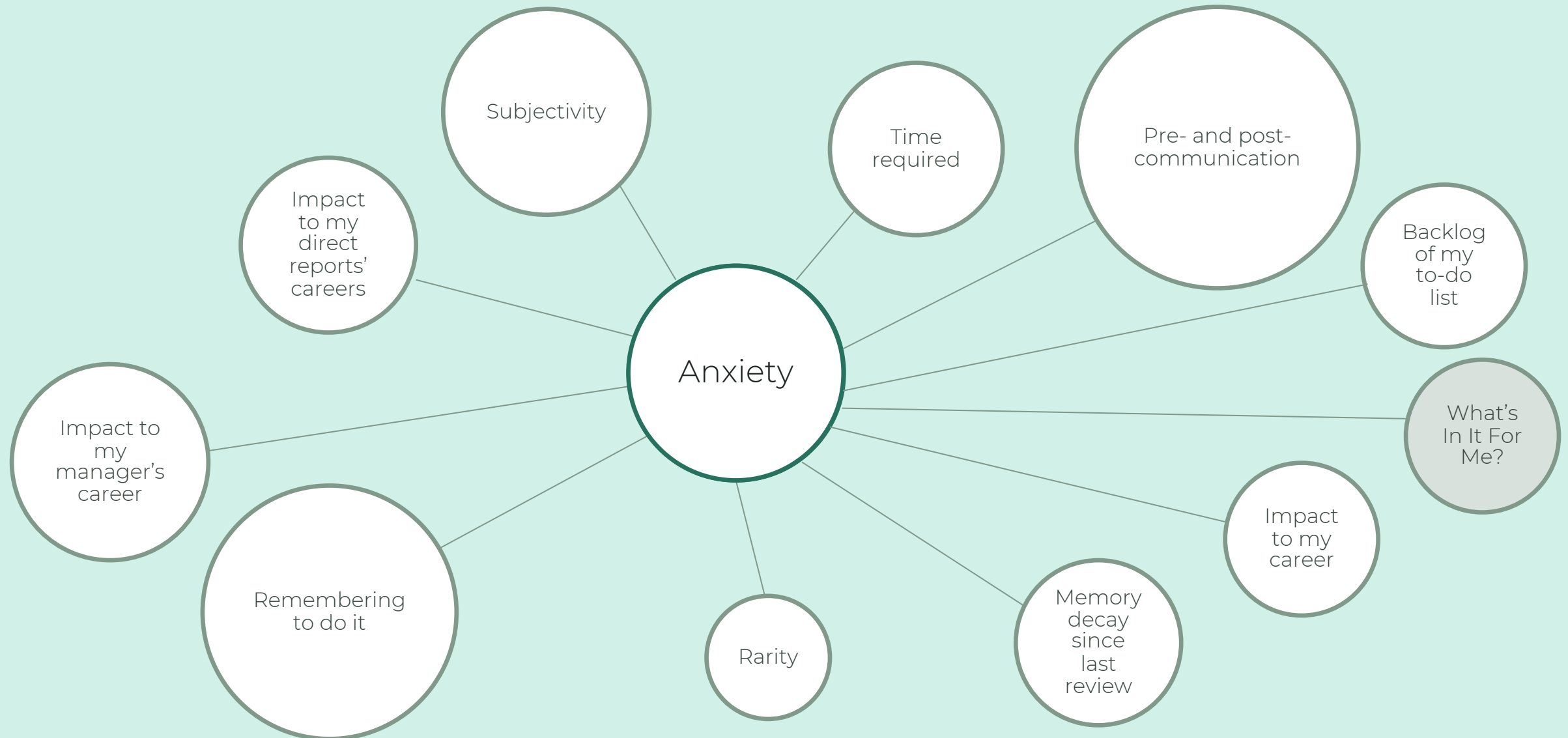
Future

## Continuous

A lightweight and frequent feedback capture process encourages higher participation, becomes a natural part of everyone's workflow, and gives talent leaders insight into how employees' behaviors and engagement are changing over time.

# The Reason Why Your Participation Rate Is So Low

**Consider the emotional and cognitive load required of annual and pulse surveys.**



HR: The Official Sponsors  
of Pizza



# Continuous Feedback Helps Everyone



Compared to work environments with infrequent feedback, continuous feedback cultures allow:

- individual contributors to more accurately track their progress **over time**

# Continuous Feedback Helps Everyone



Compared to work environments with infrequent feedback, continuous feedback cultures allow:

- managers to gauge their own effectiveness



# Continuous Feedback Helps Everyone



Compared to work environments with infrequent feedback, continuous feedback cultures allow:

- HR to identify high potentials, flight risks, learning & development opportunities, and more

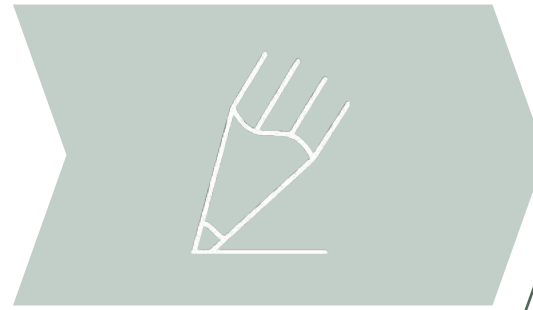
# Continuous Feedback Helps Everyone



Compared to work environments with infrequent feedback, continuous feedback cultures allow:

- Operations to better understand whether their workforce is aligned to company values and ready to achieve strategic priorities

# Comparison: A Recap



## Annual



## Pulse



## Continuous

Est. Time Required

Several hours / yr

10 minutes / survey

Minutes / wk

Scope

Broad

Topical

Flexible

Subjectivity

*(e.g., discussions, written components)*

Subjective

Neutral

Objective

Reporting Timeline

Slow

Fast

Immediate

**Anxiety**

High

Medium

Low

# Patagonia & Continuous Feedback



**Dean Carter,  
CHRO at Patagonia**

**Patagonia uses continuous feedback to measure executives on whether they are exemplifying company values.**

# Hallmarks of a Good Continuous Feedback Program



01 Lightweight, Unobtrusive Process

02 Objective & Meaningful Data

03 Championed At The C-Level



# How To Capture Continuous Feedback



**Today, many platforms support the capture of continuous feedback, making 2020 a great year to transition to a continuous feedback culture.**

## **Here are some considerations to keep in mind:**

- How frictive is the feedback capture process for the end user?
- Who directly benefits from it? (Do individuals get performance dashboards, too?)
- Can the process be tailored to our company's unique competencies?
- Does the platform provide reporting and analytics at the granularity needed by my team and leadership?
- Is the platform a standalone SaaS product, or does it offer a consulting arm as well?
- Does the platform follow stringent data security protocols?
- Can the platform integrate into our company's existing HRIS systems?

happy users + meaningful data = powerful change

# What's Next For You?



## LEARN

- Attend Part 2 of the “Making Continuous Feedback Happen in 2020” series: Transitioning to a Continuous Feedback Culture on Monday, 12/9 @ 1pm ET
- Join our Book Club! Connect with Hilary Wilson on LinkedIn for more details



## COMPARE

- Compare [Rhabit's features](#) to those of other continuous feedback platforms
- Download Rhabit's product overview one-sheeter



## DO

- Email [hello@rhabit.co](mailto:hello@rhabit.co) to secure a 15-min intro