Feedback strategy options

When obtaining feedback there are various self-service or in-person methods to choose from. Use the tables below to select the strategies that best apply:

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| Self-service feedback strategies |
| Description   |  Advantages   |  Pre-Implementation   |  Implementation   |  Post-  Implementation   |
|   Surveys/User Polls (Survey Monkey, Qualtrics, etc.) Used to obtain the overall pulse of the change. It is best to use no more than four surveys during the lifecycle of the project to avoid survey fatigue.  (requires vetting of questions and testing of tool selected prior to use)   | * easy to use
* reach large numbers of people
* anonymous (optional)
 | 1 survey to understand current state   | 1 pulse survey sent one week after go-live date   | Used periodically for continuous improvement   |
|   Open Comment Box  An open text box that lives on a dedicated project specific web page or a department’s intranet. This mechanism is best suited for postimplementation where the feedback goes directly to the process owner for continuous improvement.  (may require ongoing monitoring)   | * live URL available 24/7
* anonymous (optional)
* may leave open indefinitely for ongoing input
 | n/a   | Ongoing throughout implementation period   | Ongoing for continuous improvement purposes   |
| Incentivized Feedback  Use work appropriate incentives to increase feedback participation (e.g. raffle, gift cards, event tickets, etc.).   (consider any potential impact the incentive may have on the data being collected)   | * elicits
* creates excitement that increases individual participation and leads to word of mouth marketing
 | n/a   | n/a   | Collect feedback over 2weeks   |
|   1:1 Meetings   Utilize 1:1 meetings to learn how the change is being received  (requires safety and trust)   | * comfortable setting
* enables vulnerability
* gathers individual in-depth feedback
 | Discussion topic at each  1:1 meeting   | Discussion topic at each 1:1 meeting   | Discussion topic at each 1:1 meeting until change fully realized   |
| In-person feedback strategies |
|  Description   |  Advantages   |  Pre- Implementation   |  Implementation   |  Post- Implementation   |
|   Team Meetings  Allows employees to surface feedback on the change in their current team environment.    (requires strong facilitator)     | * creates transparency
* raises group issues
 | 2-3 meetings to collect/share information   | Bi-weekly meetings to collect/share information  throughout  implementation period   | 2-3 meetings to collect/share information   |
|   Focus Groups (5-12 participants)  Allows the Project Team to solicit specific feedback from key contributors.  (requires strong facilitator and real-time transparency of information captured)     | * shared experience
* participants react together and build off of each other’s comments
* option to curate audience
 | 1-5 sessions   | n/a   | n/a   |
|   Townhalls  Use to summarize findings, celebrate successes, and address opportunities related to the change across all key audiences  (requires strong facilitator and prepared agenda)     | * reach large numbers of people
* creates transparency
* solicits community input
 | 1 – 2 meetings to provide key information   | n/a   | 1 – 2 meetings to provide key information   |

Source: <https://hr.berkeley.edu/sites/default/files/change_management_toolkit.pdf>