5 Benefits of Anonymous Feedback

A LEVEL PLAYING FIELD

ASK STUPID QUESTIONS

A CULTURE OF OPENNESS

PERSONAL POWER

STATED VALUES VS ENACTED VALUES

In the workplace, it's important to have a clear understanding of the company's culture and values. This way, employees know what is expected of them and what they can expect from their employer.

The problem with this is that the culture and values of a company are often communicated in a formal manner. In-person communication is necessary to reinforce these values. The problem is that many companies discourage in-person communication for fear that it will lead to increased costs or decreased productivity.

While some companies have turned to online training programs, they are not effective at reinforcing the company's culture because they lack in personal connection. Some companies are using anonymous communications as a way to maintain employee engagement while still avoiding overuse of email and other formal communications methods like meetings or seminars.

It is never easy for employees to provide their organization with feedback especially if it is developmental. Not having anonymous channels of communication also sends the message that the people who work there don't have a voice and leadership isn't interested in hearing from them. These concerns should be alarming for any organization. Feedback systems are becoming more common but many of them don't provide clear feedback channels. This can adversely affect employees who may not feel comfortable voicing their discontent.

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1. A level Playing Field

A loud talker can give the impression of everyone's opinion. Author Susan Cain says "There's zero correlation between being the best talker and having the best ideas."

Often, the opinions of the quieter employees may contain the most valuable insights. They are often lost due to a workplace culture that perceives being loud as being right.

An anonymous feedback platform gives quieter team members a platform to speak without fear of judgement. It helps the company to avoid the risk of being taken over by groupthink.

Anonymity makes employees feel safer to give feedback. People hesitate to give feedback because they fear a lot of things, like not being taken seriously or hurting their standing in the team. This is especially true people from minority groups or entry-level workers and individuals who can't risk losing their job. Anonymous feedback allows everyone to be on the same level, lowering barriers for feedback.

2. Ask Stupid Questions

We have all heard this often enough; there are no stupid questions, only stupid answers. Saying this at the start of a meeting does not suddenly empower everyone to share their queries. Most reserved employees will still be apprehensive of asking any questions. The perceived risks of speaking up can feel very personal and be intimidating for many employees.

Many employee believe that it would reflect badly on their intellect or ability if they were to ask trivial questions in an open forum or otherwise. This is where an anonymous feedback platform comes in handy and is able to mitigate this issue or apprehension. Sometimes we need to confront tough questions that seem trivial. Questions like these can either help you identify gaps in how the company is run or force management to try something creative. A willingness to address and answer the questions of employees no matter how trivial will eventually lead to employee retention.

When given the opportunity to provide feedback anonymously, employees are likely to share their thoughts on company culture, workloads, and more. Most employees avoid sharing feedback about the same due the fear of repercussions and what we usually receive may only be perceived as cosmetic feedback. As a result organizations are missing out on valuable information which could maybe help bring down the attrition rate of a company; if the company could learn the truth as to why employees are leaving their organization.

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3. A Culture of openness

Feedback is vital to creating a culture of learning and sharing. Managers want feedback that's both honest and open. Employees, on the other hand, sometimes deliberately avoid this kind of feedback because they're not sure how their manager will react or because it can be uncomfortable to hear. For example, an oppressive middle manager at work could be a hindrance to a very important project. Employee's might not want to speak out because that person has a lot of power and can adversely affect their careers.

People need a safe space in order to give feedback without fear of retaliation, which is why anonymous feedback is a great method for this. Feedback helps organizations alter their policies and has the potential to make all-around improvements within the company. The boss is not the only one who can provide the most critical feedback, but regular feedback from will help the organization achieve its goals.

4. Personal Power

Anonymous feedback will encourage more people to ask tough questions that managers may not have the answers to and may find it difficult to answer. However depending on your capability as a manager, you can turn this into a positive situation for yourself by using this feedback as an opportunity to reflect on your decisions, and answer the questions truthfully and faithfully.

Answering tough, anonymous questions is an opportunity to demonstrate the intellectual capacity and clarity of thought and will present you as a leader and not just a manager. Being open to feedback, explaining new policies in detail and admitting to mistakes will actually reveal your true leadership qualities.

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5. Stated Values vs Enacted Values

Every organization have their set of stated values which is published on their website and also communicated with all employees to ensure that employees also live by these values. These are values which the organizations wants to be known for. Enacted values on the other hand are values of the company which is experienced by the employees o a first hand basis through interactions with management and senior leadership.

There is a danger of living in a false sense of reality by believing that their organization is abiding by their stated values. To know that truth; organization must establish anonymous channels of communication for the employees who will give their honest and unbiased opinions of what values are actually enacted within the company. The organization can then work on this feedback and set the course to try and align their stated and enacted values to closely match each other as much as possible.

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