



The Ultimate Guide to Continuous Feedback

For Every Performance Philosophy - Darwinbox Talent Management System | www.darwinbox.com

What is Continuous Feedback?

Continuous Feedback is the future of performance reviews - a more prompt approach to arrest attrition, improve performance and spike engagement. The outdated performance processes that gained a foothold during the Industrial Revolution, have little or no relevance in today's business landscape. So emerging industry practices have learnt how obsolete it is to wait until prescribed timelines for performance appraisals to take place.



Annual reviews are incredibly time-consuming, with managers spending an average of **210** hours a year and employees each taking **40** hours a year on these activities.

Results obtained from annual reviews are often biased and don't accurately reflect employee contributions over a course of time. Continuous Feedback, however, fosters constant, healthy dialogue between managers, reportees, peers and teams about specific tasks - ongoing performance, progress on goals, overall development and zones of improvement. It helps capture employee feedback real time, making room for smoother communication, minimising risk of misalignment and loss of time later.

Benefits of Using Continuous Feedback



Greater Empowerment:

Direct reportees, peers and teams feel more empowered because feedback is given and received by more than just the manager. Everyone gets to influence performance expectations through periodic discussions throughout the year, instead of waiting for the annual process to realise where they stand.

Rapid Course Correction:

Real time conversations about goals and priorities, how to approach and work on improvement areas, allow for way more clarity and rapid course corrections. This can both keep reportees more on track, and allow managers to identify low performance more quickly.



Higher Engagement:

Given more frequent conversations, managers and reportees often develop stronger relationships, leading to greater attention to each others' expectations and needs, and a more trusting, immersive and engaged work environment.

Deeper Transparency:

Transparency and the sense of 'equals' amongst employees is ensured in this structure, because anyone can ask/request for feedback at any given point in time, enabling the culture of dialogue and faster resolution of conflicts.





How India's Largest E-Commerce Player Succeeded With Continuous Feedback

The organization is characterized by its young and dynamic, millennial DNA and self-starter mindset. Being a brand sitting at the cusp of Technology and Fashion, their vision was to make life as simple as possible for all their employees, allow them to **speak a common language** and be able to collaborate with a **diverse set of talent**. And here's where Continuous Feedback played a huge part; because it gave their employees the power to share and receive feedback, keep communication channels open at all times, and work on prompt course corrections.

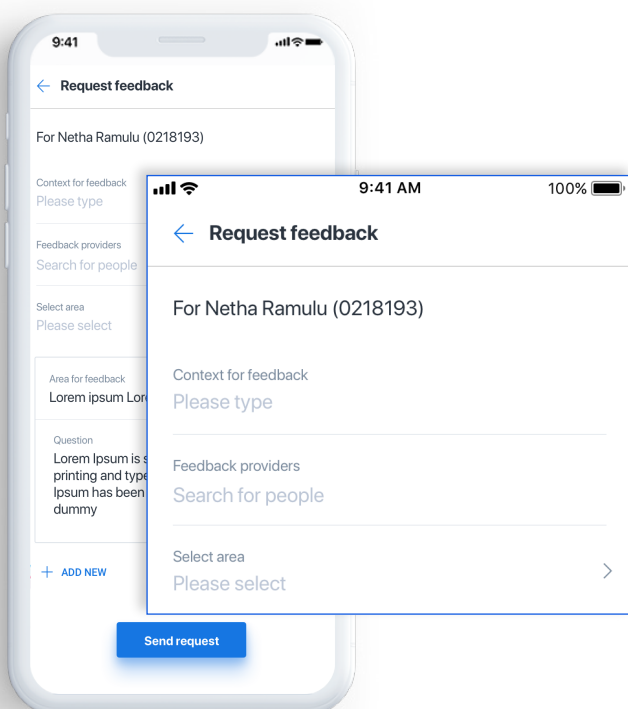
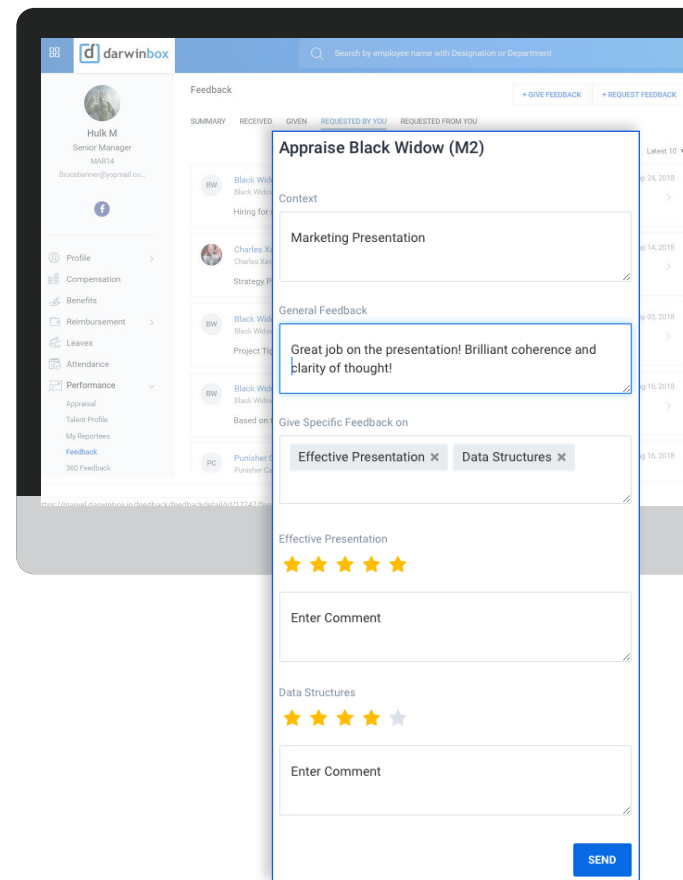
Their employees were onboarded to Darwinbox Talent Management System and the culture of sharing instant and regular feedback became a popular practice right after.

This was because the **user-centric design, intuitiveness and simplicity of use** of Darwinbox helped employees from various geographical, cultural and educational backgrounds to seamlessly understand the functionalities and take to the product. Not only did it **lead to major spike in adoption**, it ensured **equal opportunity for all** to provide and receive real-time feedback easily and efficiently.

How Can It Be Done on Darwinbox?

Giving Feedback

On Darwinbox, you could easily give feedback to an employee from anywhere, via **web, mobile or even voice!** You could search for an employee on the universal search bar or visit their profile and appraise them directly. You could mention the **context / event** and give them general feedback. Or even choose from a list of **goals / competencies** and give specific feedback.

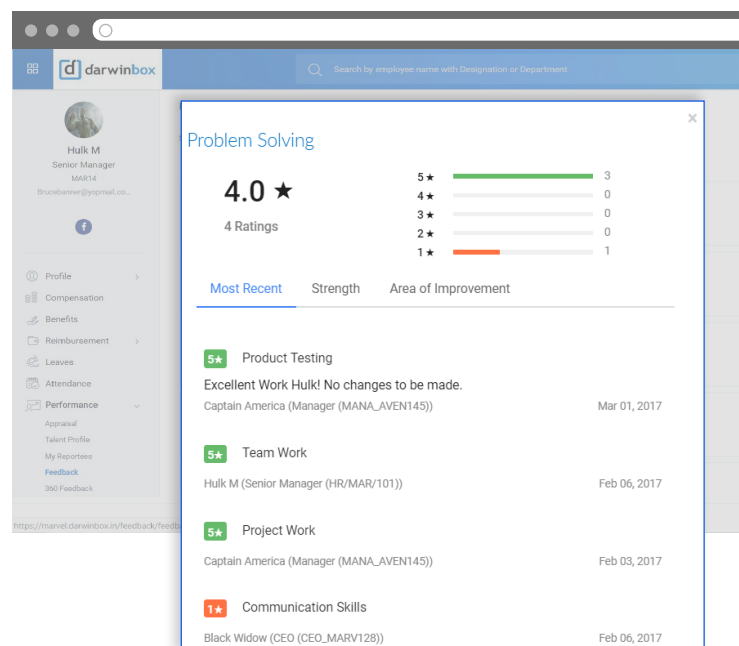


Requesting Feedback

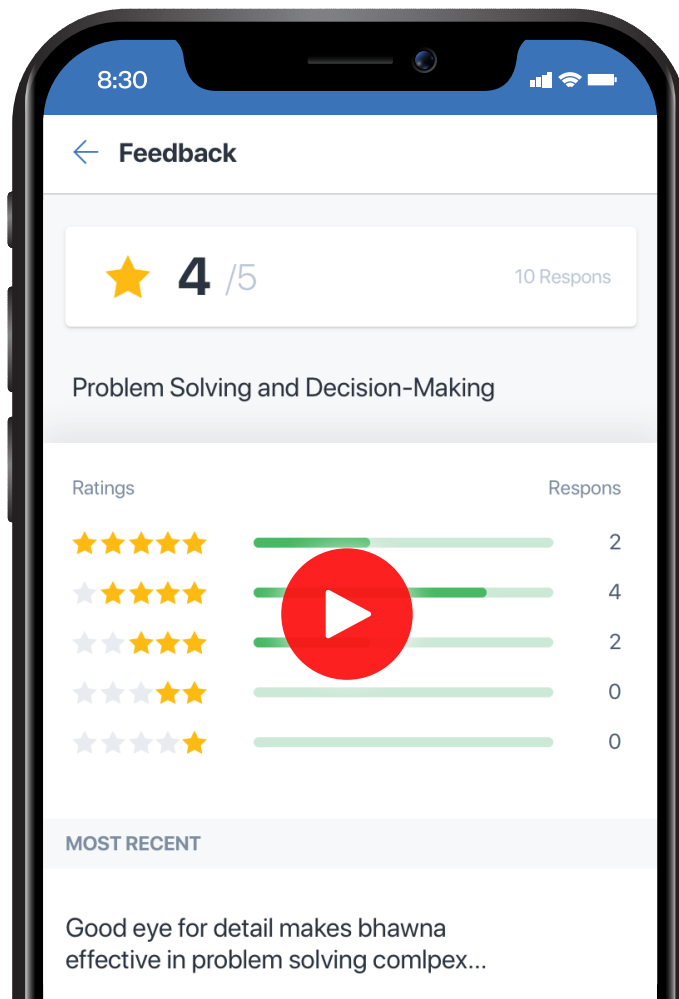
To receive / request for feedback, you could select the Feedback Provider, context / event and also specify if you'd like **General Feedback on Specific Feedback** on any goals / competencies / skills. On Darwinbox, not only can you request for feedback for yourself, as a manager you can even request someone to give feedback to any of your reportees, if you want to gather further context on any specific event.

Evaluating Feedback

It is also possible on Darwinbox, to view the entire collection of performance feedback data for yourself or any of your reportees through a 'Summary' on the Performance Module giving you a more holistic perspective of overall performance - strengths and areas of improvement.



Watch the Video to Explore More





Aspects That Can Be Configured

What You Can Give Feedback On

Darwinbox enables you to define and personalise the entire structure of your feedback. The list of parameters - **goals and competencies** - under which feedback can be given can be configured. One can choose if **ratings** are to be made mandatory for every **Feedback Provider**, or can they even be **qualitative** comments. One can even choose to customise **Specific Questions** mapped them to Competencies or have a setting **General Feedback**.

Who You Can Give Or Receive Feedback From

Whether employees can be rated by only their **Immediate Network** (managers, HODs, bosses), or **can everyone give and receive feedback** to and from everyone in the organisation can be configured on Darwinbox. Through the configurations possible on Darwinbox, everyone can feel **empowered** and get a chance to **influence performance expectations**, because feedback is given and received by **more than just the manager**.

Who Can See Your Feedback

There are a gamut of configurations possible on Darwinbox when it comes to who can see a particular employee's feedback. Managers can be **restricted from viewing** their reportees feedback before or during the performance review. Managers can also be **given access to view all feedback**, as well as the power to **request someone else feedback** about any of their reportees or **start a conversation** and bring in others to gain deeper context of a specific event.

Why Your Company Must Have It

Today, there are far more dynamically shifting roles than there used to be back in the day, requiring more ongoing exchanges and constant alignment. Also, in today's highly competitive talent zone, you want to call out and appraise your high performers from time to time and enrich their working experience, which this framework actively allows.

Goals that were set up at the starting of the year often shift or change as the year progresses, requiring timely re-prioritisation. Also, companies are far more prone to pivot today than they did before. So annual review cycles cannot work in today's talent landscape.

Continuous Performance Management looks forward rather than backward. It is an approach that is based on what you're doing today, what areas of development would make you better tomorrow; ensuring collective growth and a strengthening of the collaborative spirit of the org. Hence, your company would be smart to have it.

SCHEDULE DEMO TODAY

For a deep-dive into how this feature works

