**A Flurry of Feedback**

Don’t be left out in the cold! Take your team’s temperature in this fun, frank, and fearless open-floor feedback session.

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| Type | Meeting |
| Purpose | Organizational Team Building |
| Topics | Feedback, team building, communication, trust |
| Audience | General audience |

## **About this activity**

According to a survey conducted by Officevibe, 65% of employees said they want more feedback, and 77% of workers believe that feedback helps them improve their performance, leading to increased productivity. In a study by Edelman Trust Barometer, 77% of employees said that they trust their employer more when the company's leadership communicates openly and honestly about the challenges facing the business.

This open floor feedback session begins with a fun team building exercise as participants turn their feedback and questions into a “flurry of feedback” as part of a snowball fight! The resulting opportunity for participants to provide anonymous feedback and engage in honest communication on difficult topics with leadership builds psychological safety and trust within the team that extends well beyond the town hall session.

This activity is designed for a town hall feedback session and works well with a general audience of any size in an in-person setting.

#### Important details

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| Best for groups of | Unlimited |
| Preparation time | 10 minutes |
| Duration | 60 - 90 minutes |
| Required materials | * Town Hall Feedback Session Questionnaire * Pens * Buckets to hold feedback “snowballs” * Access to an audio track of a snow-themed song |
| Required location | * Indoors or outdoors |
| Noise level | High |

## **How it works**

#### Instructions

Before conducting the activity (10-20 minutes):

The facilitator should make photocopies of the Town Hall Feedback Session Questionnaire (or if preferred, use the company’s own template) and place one at each participant’s seat.

The facilitator should ensure there is a large bucket or basket available to collect the feedback questionnaires once they have been transformed into snowballs.

While the facilitator, or speaker, should not script answers to anticipated questions, it is advisable to give thought to how questions on hot-button topics should be best handled.

Conducting the activity:

Introduction (5 minutes):

The facilitator should welcome participants and briefly explain the purpose of the town hall open floor feedback session, which is to:

* Promote Open Communication: Town hall feedback sessions are designed to break down barriers and facilitate open communication. They provide a safe and inclusive space for all team members to voice their thoughts, concerns, and ideas, fostering a culture of transparency and trust.
* Gain Diverse Perspectives: Every team member brings a unique perspective to the table. These sessions allow us to tap into the wealth of diverse viewpoints within our team, leading to innovative solutions and a deeper understanding of the challenges we face.
* Foster Continuous Improvement: Constructive feedback is the cornerstone of improvement. By sharing our experiences and insights, we can collectively identify areas that need enhancement and work together to implement positive changes.
* Strengthen Team Dynamics: Open floor feedback sessions provide an opportunity to strengthen our team dynamics. It allows us to celebrate our successes, acknowledge each other's contributions, and address any issues that may be affecting our collaboration.
* Empower Everyone: Every team member has a voice, and these sessions empower individuals at all levels to contribute to our collective growth and success. Your input matters and your perspective can drive meaningful change.

Completion of Feedback Worksheet (5-10 minutes):

The facilitator will instruct participants to complete their feedback worksheets.

A Flurry of Feedback Activity (10 minutes):

Once all participants have finished writing, the facilitator will instruct participants to bring their worksheets and form a large circle. The facilitator will instruct participants to crumple their paper into a ball and to get ready to create their very own “flurry of feedback” by having a snowball fight. Participants are encouraged to move around, laugh, and engage in purposeful play. The facilitator should monitor the activity and immediately stop anyone who engages in rough or inappropriate play.

The facilitator will play a fun, snow-themed song, and instruct participants that the snowball fight will end when the song ends. Song suggestions include “Let It Snow,” “Frosty the Snowman,” or “Let It Go.”

When the song ends, participants should pick up the nearest snowball and toss it into one of the designated buckets. The facilitator should do a quick sweep to make sure all snowballs have been picked up.

Open Floor Feedback (30 - 45 minutes):

The facilitator or the speaker who will be addressing the feedback will reach into the bucket and pull out a random snowball. The facilitator/speaker will read and answer the question, “What is your most pressing question related to work or the company?”

It is important that the facilitator/speaker maintain an open, non-defensive tone when addressing the question. The facilitator/speaker may also choose to share other relevant comments or feedback from the questionnaire if appropriate and allow a few moments for audience follow-up.

Generally, the time spent on each snowball should be 1-2 minutes unless there are several follow-up questions or comments and the team has strong opinions about the topic raised. This continues until the end of the allotted time.

Wrap-Up (10 minutes):

The facilitator will summarize the key themes and takeaways from the feedback session and provide information about future communications related to the shared feedback.

#### Rules

A few basic ground rules will ensure a respectful and productive discussion time. These include:

* Respect each other’s opinions and perspectives.
* Avoid interrupting others.
* Use respectful language verbally and in writing.
* Stay on topic.
* Keep responses brief to allow time for all voices to be heard.

#### Example

Not applicable

## **Materials**

#### For facilitator

Buckets to hold feedback “snowballs”

Access to an audio track of a snow-themed song

#### For attendee

Town Hall Feedback Session Questionnaire

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