Brandon Hall
GROUP

Reflektive Drives Real-Time Feedback for Annual Reviews

Reflektive
Best Advance in Emerging Talent Management Technology
June 2018

EXCELLENCE IN
TECHNOLOGY AWARDS
BRONZE
2017

Company Background

Reflektive

Company At-a-Glance	
Headquarters	San Francisco, CA
Year Founded	2014
Revenue	N/A
Employees	N/A
Global Scale	N/A
Customers/Output, etc.	Comcast, Dollar Shave Club, AAR, AKQA, Symetra, Sprinklr, MuleSoft, Evolent Health
Industry	Computer Hardware and Software
Website	https://www.reflektive.com/company/

Value Proposition

Despite the critical importance of real-time performance management for effective talent development, the vast majority of businesses lack the smart, efficient tools required to achieve this competitive advantage. Just 8% of global organizations believe their current performance management system is worth the time they put into it, according to Deloitte. Traditional top-down review processes are still resource-intensive, cause undue employee anxiety, result in disengagement and retention issues, and often are subject to "recency" bias, the tendency to focus only on what the review can remember from the past few weeks.

Reflektive's transformative approach solves those problems by providing the dynamic performance-management system the modern workplace demands. The software's real-time solution eliminates recency bias, improves engagement and enables companies to empower employees and cultivate talent.

Reflektive enables real-time, relevant, actionable feedback within the context of daily work, which fosters collaborative employee growth, engagement and productivity, and saves administrative time and resources. This approach gives employees a voice to participate in recognition and constructive feedback, integrating seamlessly with existing workflows to enable real-time feedback to paint a more accurate and comprehensive picture of performance. Reflektive also supports agile management of goals with check-ins to foster more frequent and productive conversations around progress and career development.

This powerful combination improves employee engagement to drive company growth, improves goal alignment, improves the quality and actionability of feedback and saves time. This new approach has driven outstanding results in companies across a wide spectrum of industries.

For example, Protective Life Insurance used Reflektive to overhaul its annual-review process and implement quarterly check-ins. Data collected from an internal survey revealed that managers reduced time spent administering reviews by 94%, while employee alignment with company objectives increased by 40%. Now, 92% of employees report that they know where they stand with their managers.

At MEC, a global media planning and buying agency, employees are fully connected on the Reflektive platform for comprehensive recognition and goal management across the network. The platform's streamlined process and real-time feedback reflects the heart of the company's culture.

"Reflektive helps us celebrate, recognize and champion talent that exists within MEC, and that is a culture that thrives." – **Pele Cortizo-Burgess**, Global Chief Creative Officer

Product or Program Innovation

Reflektive's key innovations are its real-time application and seamless integration into existing workflows, which makes the system extremely simple to use, maximizes user adoption, improves productivity and eliminates application silos.

Unlike stand-alone performance-management solutions, Reflektive integrates directly with the tools that organizations already use every day. This integration enables team members and managers to provide feedback and recognition directly within the context of the work, eliminating the need to switch between multiple platforms. Such ability saves time for each user and makes it exceptionally easy to provide valuable feedback, which drives adoption and usage.

Because it's real-time, Reflektive also enables more relevant feedback. Team members and managers can offer encouragement, recognition and input immediately within the context of the project, task or event. Such feedback becomes more meaningful and actionable, allowing team members to immediately apply it in their daily work.

All feedback is tracked cumulatively and surfaced in Reflektive's reviews interface, giving managers and their team members access to the historical data when it comes time for periodic check-ins and semi-annual or annual reviews. This process provides a much more comprehensive- and-accurate picture of long-term performance as opposed to recency bias.

Reflektive also incorporates goal setting and progress tracking, which traditionally have been housed in separate, siloed applications that are both inconvenient and inefficient. To truly leverage the benefits of real-time feedback, goal-setting and tracking must be front-and-center. Reflektive brings this process into the existing workflow for up-to-the-minute insight into progress toward goals, enabling employees to adjust and make course-correct goals on the fly as business demands change.

To meet the needs of the broadest range of businesses, Reflektive also is customizable. It can be designed to fit any company's brand, and modules can be adjusted to fit specific needs.

Unique Differentiators

Reflektive's product suite combines four integrated and interdependent functions: Real-Time Feedback, Reviews, Goals and Check-Ins.

Real-Time Feedback is the foundation of Reflektive's solution, enabling constructive feedback within the workflow via Gmail, Outlook and Slack integrations. Feedback from throughout the year is pulled automatically into Reviews and Check-Ins, painting a more accurate, comprehensive picture of growth.

Reflektive Performance Reviews take the pain out of the performance-review process, allowing teams to design, launch and manage robust performance reviews with a simple, customizable tool. Questions and entire reviews can be targeted for specific departments, locations and more. The software also provides nudge settings for managers, auto-save capabilities and an intuitive design that make reviews simple and engaging — and gets them completed.

Reflektive's Goals function empowers employees to manage goal setting and achievement by tagging goals, updating completion progress and exploring goals throughout the company. The Goals dashboard enables a collaborative, transparent work culture with public/private settings on goals that are configurable based on culture. In addition, the dashboard aligns employees to personal, team and company objectives with manager-cascaded goals.

Check-Ins and Engagement Polls provide a real-time method to revise and course-correct goals as company and employee priorities shift and grow. Check-Ins automatically pull in Goals to shape frequent, quality conversations around progress and career development. Quickly serve eNPS, emoticon-based or multiple-choice polls to employees to gauge sentiment and encourage feedback.

Measurable Results

Jawbone used Reflektive to overcome its attrition challenges, including people who did not feel valued. Now, 80% of employees report that they receive meaningful feedback and managers have everything they need to provide feedback and conduct performance reviews in one place.

Pinterest has seen a 12x increase in employee feedback with no additional time commitment. The forward-looking feedback they now have with Reflektive helps employees make better progress toward goals and course correct as needed and has driven 7% of goals ahead of target.

Instacart saw its employee feedback skyrocket with a 99% review-completion rate, 975+ unique pieces of recognition shared inside the company, and more than 3,900+ real-time feedback interactions.

Bluecat's Reflektive deployment supports real-time recognition, feedback and career path planning. It also supports an authentic-learning environment versus a check-the-box compliance process for HR. In addition, the platform fosters a culture of collaboration and

positive reinforcement by allowing peers to provide feedback to one another across the organization, not just manager to employee.

DigitalOcean leveraged continuous feedback and coaching to drive a 12-point increase in employee satisfaction and engagement. Employees now have visible goals that are measurable and achievable, and they can track the arc of their career over time. The company's improved performance is a result of improved employee performance, thanks to Reflektive.

Protective Life Insurance leveraged Reflektive to launch quarterly Check-Ins integrated with the Goals platform. Employees saved 94% more time writing reviews and spent a greater percentage of time having conversations with their managers, allowing for more coaching. This process resulted in a 40% lift in employee alignment with business objectives. In addition, 92% of employees reported that they felt they knew where they stood with their managers, illustrating how Reflektive helped foster an environment of psychological safety and good teamwork.

About Brandon Hall Group

Brandon Hall Group is a HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition, and HR/Workforce Management. With more than 10,000 clients globally and more than 20 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

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