

# How to Build an Employee Advisory Board for Your Company

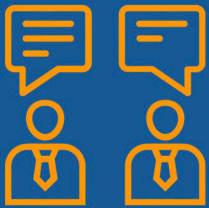


## Before the meeting:



- Democratically elect one team member from each department. Have employees nominate each other, don't hand select this team.
- Ask these team members to crowdsource feedback from their peers and colleagues within their respective departments well before the meeting date.
- Don't invite managers to these meetings. Only owners or executives are welcomed. Why? Because you want to grow that next layer of leadership within the company.

## During the meeting:



- Meet with the team for 2-4 hours/month to learn the current state of the workplace (good and constructive) by asking two questions: 1) What are the strengths and opportunities to improve the current state of the company culture 2) Describe the workplace of your dreams.
- All comments should be off-the-record so employees feel comfortable speaking freely.
- Capture detailed notes.

## After the meeting:



- After the meeting share the anonymous comments (both good and constructive) with your management team and take action i.e. share the good with team members and build strategies to address the constructive feedback.
- Switch up the team every six months.
- Review the notes from the meeting prior and share outcomes before gathering new feedback.

## Critical success factors:



- Make it fun! Occasionally cater the meeting and consider doing it off-site.
- Don't ever cancel the meeting as it will send a message that their feedback isn't as important as you once implied.

@michelfalcon | [www.michelfalcon.com](http://www.michelfalcon.com)

Have questions or need help setting up your EAB?

Email me [michel@michelfalcon.com](mailto:michel@michelfalcon.com)

