

Strategies for Effective Customer and Employee Surveys

ON THE SCALING UP! H2O PODCAST

Scaling UP! H2O Podcast: Expert Insights on Building a Feedback Culture with Brian Katariski

Coming July 26, 2024 – Scaling UP! H2O is excited to announce the release of its latest podcast episode featuring Brian Katariski, Vice President of Sales and Marketing at AquaPhoenix Scientific. With extensive experience in sales and marketing, Brian shares invaluable insights on how to effectively gather and utilize feedback from both customers and employees.

In this episode, Brian covers the essential steps to building a healthy feedback culture, including how to encourage open-mindedness, avoid justifying criticism, focus on both positive and negative feedback, and prevent confirmation bias. Listeners will learn practical strategies to implement effective feedback processes that drive continuous improvement and foster stronger relationships within their organizations.

Episode Highlights:

- **Brian Katariski's Approach to Feedback:** Brian breaks down the five key steps to starting and maintaining a feedback process. From identifying what information you need to deciding how to track, analyze, and act on feedback, Brian provides a comprehensive guide to leveraging feedback for improvement. "First off, what do you want to know? What information are you trying to get from them?" Brian emphasizes the importance of having a clear objective from the start.
- **Building a Feedback Culture:** Emphasizing the importance of humility and responsiveness, Brian discusses how to create an environment where feedback is valued and acted upon. "The biggest piece to it is if you want to encourage this long-term over time is you have to respond to the feedback. You can't just ignore it."

Episode Highlights:

- **Practical Tips and Strategies:** Listeners will gain actionable insights on collecting feedback through various methods, ensuring feedback is constructive, and celebrating feedback as a tool for learning and growth. Brian shares, "You've got to try some different tactics and different things to try to reach certain people. Sometimes it's a quick paper survey, maybe you send an email, or a link with your service reports."

To hear Brian Katariski's full interview and gain valuable insights on building a feedback culture, visit www.ScalingUpH2O.com/374 or listen on your favorite podcast player after July 26, 2024.

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