

June 1987

**TO: Executive Addressed**

**FR: James E. Lukaszewski, APR Chairman**

**RE: An Executive Feedback Program That Tells You What You Really Want to Know**

How do you find out what is really going on in your organization?

You create a quick, confidential, credible crisis prevention communications tool to let employees talk directly to you. Any direct-boss contact program must have the following attributes:

- Direct access to the boss.
- Formats that facilitate and encourage action.
- Unfailing commitment to respond and take action.
- Supervisor support and encouragement to assure employee use of the program.

The response form for employees to use should:

- Have concise, understandable instructions, preferably in no more than three sentences, which make it clear that any topic, question, concern, problem, or idea is acceptable.
- Provide lines for writing.
- Be sealable so that once filled out, its contents will remain confidential.
- Clearly state the opportunity for the employee to request a personal response.
- Commit the boss to respond to employees -- if even with only an interim answer -- within 48 to 72 hours.

Periodically review actions you have taken as well as the ideas, problems, and issues brought to light through the program. A quarterly report should be sufficient except in very unusual circumstances.

If you're a chief executive officer and would like a sample feedback form or additional information, please write or call The Lukaszewski Group Inc.

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