

Employer Feedback Template

Version française disponible



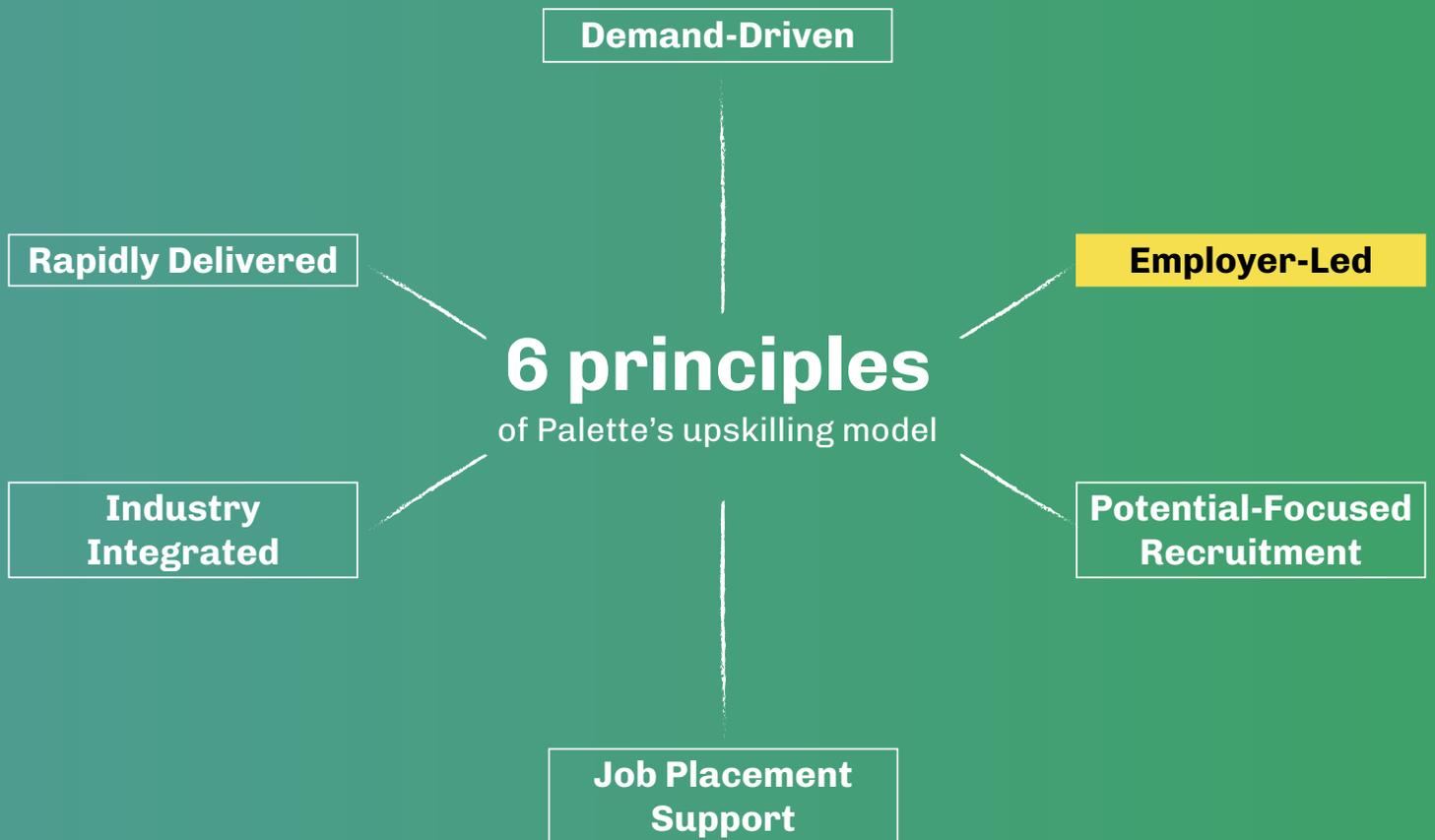


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Introduction

Engaging employers for feedback consistently throughout the various stages of the program lifecycle, from design to delivery to post-program, is essential to ensure programs remain demand driven and employer led. A demand-driven, employer-led program should seek feedback on an ongoing basis to:

- Ensure the program meets employer needs,
- Make program updates or improvements as needed,
- Maintain relationships with employers, and
- Ensure program participants have marketable, in-demand skills to land a job.

This tool shares questions to ask employers at various stages of program delivery to provide program managers with the necessary information to run successful upskilling programs.

If you seek guidance on engaging employers up front as you begin developing and designing your program, check out the [Employer Led Design Guide](#). This guide explains what to ask employers to ensure you validate demand for your program and design a program that meets their initial talent needs. The remainder of this tool addresses employer engagement once a program has launched.



Seeking Employer Feedback

When to seek feedback

When to seek feedback may depend on your relationship with the employer (whether long-standing or new), the type of events the employer is engaged in, and the frequency of their participation. Some cadences to consider are:

- After specific events, such as a networking day or other industry-integrated event,
- After a cohort is delivered, or
- As part of a program re-design or program pivot.



How to seek feedback

Depending on your relationship with the employer or when you seek feedback, there are different approaches for gathering feedback on the program:

- 1. Sending surveys** following events or other in-program activities and at the end of each cohort. For example, the SalesCamp team sends a survey after each employer interaction to learn more about their experience.
- 2. Scheduling debriefs calls** after events or cohorts. These calls provide opportunities to gather in-depth feedback and ask further questions about hiring and skills needs and whether their experience in the program addressed these needs. While surveys provide quick and easy ways to seek feedback, phone calls and meetings provide greater insight and response rates and strengthen the relationship.
- 3. Leveraging other tools** that support data collection or real-time feedback. For example, SalesCamp uses HelloHire for networking events, connecting employers with participants in 1:1 video calls. The platform invites employers to provide real-time feedback on the candidates. This allows the program team to analyze and evaluate the outcomes post-event.

What to ask

Following specific **industry-integrated events** or **cohorts**, the questions asked should offer insight into an employer's satisfaction with the program design and whether participants have the skills and talent they need in their company or to succeed in the role being upskilled for. Questions to ask include:

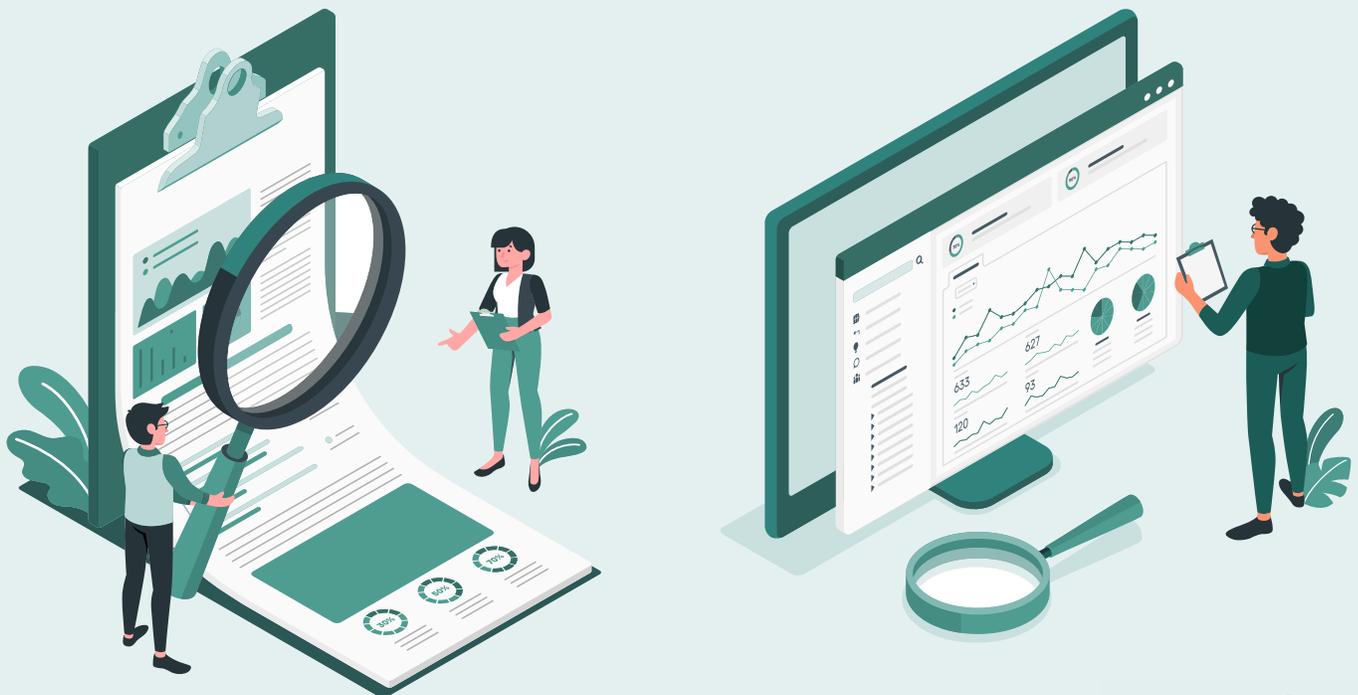


- How did the event go / How was your experience participating in the cohort?
- Following the event / your participation in the cohort, have you connected with any participants?
 - » If not, do you plan to?
 - » If you do not plan to, why not?
- What were your expectations for the event/cohort? Were these expectations met?
- What were your expectations for the qualifications and skill levels of participants? Were these expectations met?
- Did you hire from our program following your participation?
 - » If so, what is different about the processes and services offered by the program to help you hire?
 - » If so, what might be improved by the program to help you hire?
- Would you be interested in attending future events? Why or why not?

There may come a time when you need to **redesign or pivot elements** of your program to better align with market needs. Responses to the questions above will tell you if that is needed. The questions to ask during this stage are similar to those asked during initial employer discovery but might be more targeted toward the current program design and asked to a different group of employers. Questions to ask at this stage cover:

1. **Understanding the business:** these questions offer insight into what is going on in the company and their hiring approaches. The responses tell program managers what benefits employers look for when participating in these programs and future challenges that can be mitigated through program design.

- What challenges in your business do you expect in the next five years? What talent needs do you anticipate to help address those challenges?
- Where do you typically source talent?
- When it comes to hiring talent, what is more important - quality, speed, cost, diversity, or something else?
- To what extent is there movement between departments in your company?
- What is your turnover rate like? How do you expect it to change over the coming years?



2. Validating skills and talent needs: these questions reconfirm if what is being taught through the program is still relevant to the market and reveal new skills and talent needs that could impact the curriculum and recruitment efforts.

- What are the most common tasks for individuals at your organization in [insert] roles?
- What tools, systems, and/or platforms are used by your [program-specific] team for the targeted job role?
 - » How important is it for new hires to know how to use or have experience with these tools, systems, and/or platforms?
- What topics would you consider essential in [insert program] upskilling program?
 - » Are any of these needs specific and/or unique to your organization?
 - » Do these essential skills change based on client/business location?
- What are the most common tasks for individuals at your organization in [insert program] roles?



Why seeking ongoing feedback matters

Consistent and meaningful engagement with employers throughout the program lifecycle is crucial for continuously improving the upskilling program. By actively seeking and incorporating employer feedback, programs can stay aligned with industry needs, enhance credibility and effectiveness, and boost participant employability. Leveraging this tool enables employer-led updates to program design, curriculum, and other activities, and informs long-term strategic decisions, ensuring upskilling programs remain relevant and impactful.



Palette Skills continues to build its learning sandbox guides and tools that support training providers in designing and delivering demand-driven upskilling programs.

We'd love to share updates and hear your thoughts on what resources you'd like to see in the future. Fill out the form below to stay in the loop and share your suggestions.

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