

The objective

To bring employee feedback systems in-house to facilitate integration with talent development programmes, including process efficiencies and cost savings.

The approach

The implementation of three user-friendly and effective online tools that provide insights into employees' progress, and gauge the return on investment from the company's talent development programme.

The business impact

- £180,000 per annum cost savings projected.
- Greater efficiency.
- Improved response rates.



TLC Online feedback tools provide all round benefits for Diageo

Leading global drinks company Diageo is resolute about the fact that all employees should 'work for a great people manager'. Successfully growing people management capability and performance comes from a feedback process that enables managers to identify employee strengths and development areas. This also helps Diageo ensure that training and development interventions are targeted to real needs, and allows an accurate return on investment (ROI) assessment.

Diageo began a partnership with TLC Online to develop three bespoke feedback systems as part of the 'Diageo Academy' - the company's global learning system dedicated to nurturing employees' growth and development. These systems have now been translated into 13 different languages, and are used by Diageo's 22,000 strong global workforce.

Nurturing staff, saving costs

The People Manager Feedback (PMFT) tool is the latest of the three products to be implemented, and provides individual and management reports based on anonymous feedback from Diageo line managers. Before employing the in-house system the company had used a third party agency to provide the reports, which could cost £100 a time. Over the course of twelve months Diageo expects that replacing these with the TLC online feedback system will save the company up to £180,000.

TLC Online also worked alongside Diageo to develop its 'Capabilities 360' system, which is used to collate and evaluate stakeholders' feedback on an employee's performance. Additionally, the 'Leadership Colleague Feedback 360' product is used to provide insight into the progress of those within the company who are participating on the twelve-month blended learning Diageo Leadership Performance Programme.

Joan Hodgins, People Manager and Talent Director at Diageo, says, "TLC Online has developed the systems to be incredibly easy to use, which means response rates are maximised. We have received lots of feedback that says the design of the sites and the style of questions are just right. This ensures employees are able to provide accurate feedback as simply as possible, and gives us valuable insights for development planning."

About TLC:

In 2008 TLC Ltd set up an associated undertaking (TLC Online) specifically to bring to market cutting edge web-based tools for leadership and management development and employee engagement. Brand names include click-360 for individual feedback, TeamQ for high performance teams, CoachQ to measure internal coaching capability, and inSITE and Pulse Check for employee feedback. Together, these feedback tools lead to robust development plans that align individuals, teams and the organisation behind the business plan.

The company is based in Tunbridge Wells and offers a combination of business leadership experience and specialist expertise in OD and behavioural psychology. Through its online feedback systems and associated services TLC online provides capability that helps clients to develop their people to support better business growth.

TLC online has applied its expert knowledge to an impressive portfolio of clients ranging from well known high street brands to local and central government organisations. In addition, the online tools are employed by a wide range of consulting firms under their own labels.