

Tips for Creating a Closing the Loop Culture

1. **The System Can Be the Solution.** Strive for a closed loop control process that assures that your people perform within control limits. What is meant by closing the loop is to create internal processes where the output of the system feeds back to directly adjust performance. This can lead to continual improvement.
2. **Customers are in the Loop Too.** Closing the loop includes sharing feedback from a customer— as soon after it is received as possible—directly with the employees most responsible for creating the customer’s experience. This typically means the sales team or the account team.
3. **Share the Feedback.** Closing the loop can also mean sharing the feedback with product designers, engineers, pricing executives or others who create the policies, processes or product features that shape a customer’s experience with the company.
4. **Dig Out Root Causes.** Another step in closing the loop—perhaps the most important—requires digging in to find the root causes of an individual customer’s problem, and, whenever possible, “fixing” the situation for that customer.
5. **Contacting customers is key.** This part of closing the loop means you have to get back in touch with those customers whose feedback deserves follow-up so you can probe deeper.
6. **Treat co-workers the way they want to be treated.** In today’s fast-paced world of business there is little time to get to know many of your co-workers. Using personality assessments as the basis for team building exercises can quickly get everyone to have a healthier respect for other ways of seeing the world. This helps with delegation and accountability.
7. **Make managers better leaders.** The days of seat of the pants leadership are over. When managers understand what makes their people tick, then they can be better leaders. Knowing work style traits can help with motivating teams, communicating change and delegating authority.
8. **Pick better teams.** Today so much work is done by ad hoc teams that come together for a specific purpose. Before you assemble a team, it pays to know the strengths and weaknesses of the team members. Sometimes this can be the difference between a productive team that gets the job done and one that pulls apart at the seams.
9. **Set employees up for success.** Sometimes we hire the right employee and put them in the wrong job. Understanding preferred work styles and where a person would be happiest goes a long way to improving retention and productivity. This will go a long way as you strive to create a closing the loop culture.