



Feedback Challenge: Admin Guide

A lightweight campaign to motivate employees to request and give feedback.

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What is the Feedback Challenge?

A lightweight, two-week, competitive campaign that helps employees build the habit of giving and getting feedback closer to the work, while the context is still fresh, instead of waiting for formal review cycles. **Lattice ran this exact challenge internally and saw a 355% increase in overall feedback usage in two weeks, with feedback requests up 15x and feedback given more than doubled.** That success can be easily replicated for your organization by following this guide!

Why run it: Feedback is most useful when it's timely and connected to real work. A focused two-week push gives teams a clear moment to pause, reflect, and capture feedback — building stronger context for growth conversations and lifting feedback activity between review cycles.

When to run it: This campaign works best in the months leading up to a review cycle. Running it ahead of reviews means employees have already requested and captured recent feedback — so when review season opens, there's fresh, specific context in Lattice. You can also run it between cycles to keep the habit alive, but the pre-review window is where it earns the most.

Everything here is flexible. Use the timeline, prompts, and templates as-is, or adapt them to your channels, cycle, and culture.

Configure Lattice before you launch

1. [Confirm Feedback is enabled for all employees](#). Employees need to be able to request and give feedback for the campaign to work.
2. [Configure Feedback visibility options](#). Lattice recommends allowing all feedback types.
3. **(Optional)** [Set up a campaign feedback template](#). A shared template makes asks more consistent and easier to answer. Suggested setup:
 - *Template name:* [Feedback Campaign Name]
 - *Prompt:* Share feedback based on a recent project, meeting, or collaboration.
 1. What should this person keep doing?
 2. What's one thing they could start, stop, or try differently?
 3. What advice would you give them as they keep working on this?

That's it on the Lattice admin side — everything else is communication and momentum.

How to run the campaign

Keep it short and focused, with a competitive incentive to get people excited and motivated. A **two-week window** works best — long enough to build momentum, short enough to keep everyone engaged.

The rhythm we recommend:

- **Set competition criteria that rewards the habit.** We recommend: request at least 3 pieces of feedback *and* give at least 3 over the two weeks. Anyone who completes both is entered into a drawing or recognition moment.
- **Choose a prize:** A small, fun incentive (a gift card drawing, a shout-out in the next all-hands, a team lunch for the most-engaged group) is plenty. The goal is momentum and building the habit of feedback!
- **Kick off with visibility.** Announce it company-wide and get a brief moment at an all-hands so employees hear leadership back it. Momentum is much easier to build when the campaign feels endorsed, not just emailed.
- **Track and share momentum midway.** Around Day 7, post a progress update — how many people have entered, how much feedback has moved. A visible leaderboard or running count keeps energy up and pulls in the people who haven't started.
- **Close with recognition.** Announce winners, thank participants, and celebrate the teams or individuals who drove the most activity.

Communication templates

All-hands slides

A short, ready-to-present set of slides to introduce the challenge at an all-hands or team meeting. Use them to name the goal, the criteria, the deadline, and the prize — and to have a leader visibly back it.

[Sample slides](#)

Launch announcement (email)

Subject: The Feedback Challenge starts today 🏆

Hi team,

We're kicking off a two-week **Feedback Challenge** — a chance to build the habit of asking for and giving feedback while the work is still fresh, with a little friendly competition along the way.

How to enter: over the next two weeks, complete both of these in Lattice:

- [Add your competition criteria, eg.]
- Request feedback from **3 people** you worked with recently
- Give feedback to **3 people** you collaborated with

Everyone who completes both is entered into [prize / recognition moment].
Winners announced [date].

Not sure what to ask for? Start with work that already happened — a recent project, meeting, or collaboration. A specific ask is easier to answer than a broad one.

[Link to your Lattice template] · Questions? [Contact or Slack channel]

Slack/Teams announcement

📣🏆 **The Feedback Challenge is on!**

For the next two weeks, [Add your competition criteria, eg. request feedback from **3 people** and give feedback to **3 people** in Lattice]. Complete both and you're entered into [prize / recognition moment].

A specific ask is easier to answer than a broad one — try:

"Since we worked together on [project], what's one thing I did well and one thing I could improve?"

Deadline: [date].

Manager nudge

Managers — quick nudge to help your [team/employees] with the Feedback Challenge.

Your team can enter by requesting feedback from 3 people and giving it to 3 over the next two weeks in Lattice. You can help them get there by asking in your next 1:1 or team meeting:

- Who should you request feedback from this week?
- Any recent verbal feedback worth capturing in Lattice?
- What should we keep, start, or try from a recent project?

Midway progress update

Feedback Challenge — we're halfway there!

[X people] have already completed the challenge and are eligible for [prize], and [Y pieces] of feedback have moved through Lattice. 🙌

Not started yet? There's still time. All you have to do is open Lattice and request feedback from 3 people and give it to 3 to enter to win [prize / recognition moment] by [deadline].

Calendar hold

Title: Take 10 minutes for the Feedback Challenge

Use this time to log into Lattice and knock out part of the challenge:

- Request feedback from someone you worked with recently
- Give feedback to a collaborator
- Respond to a feedback request

Request 3 and give 3 over the two weeks to enter [prize / recognition moment].
Small actions add up.

Wrap-up + winners message

🏆 **That's a wrap on the Feedback Challenge — and congrats to our winners!**

[Winner names / teams] — thank you for leading the way. And thank you to everyone who requested, gave, and captured feedback these two weeks.

[Share stats from the past two weeks]

A quick reflection to lock in the habit:

- What feedback did you receive that you want to act on?
- What made it easier to ask for or give feedback?
- What habit do you want to keep?

The challenge is over, but the loop doesn't have to be — keep asking, giving, and capturing feedback while the work is still fresh.

Optional – Employee prompts to share

Drip these prompts out across the campaign via Slack, email, or team channels to help people feel ready to act.

- **What to ask about:** start with work that already happened — a recent project, a recurring meeting, a cross-functional collaboration, or a growth area. A specific ask is easier to answer than a broad one.
- **Ask for advice, not just feedback:** *"What would you recommend I start, stop, or continue doing?"* often lands better than "Can you give me feedback?"
- **Give feedback that's actionable:** name the **context**, the **behavior** you noticed, the **impact** it had, and a **next step** to keep, start, or try.
- **Use rituals you already have:** bring feedback into 1:1s, retros, and planning conversations. Try: *"What should we keep, start, or try based on this work?"*
- **Capture before it's lost:** take a few minutes to log feedback you received or gave into Lattice so you can find it later.

Monitoring Success

Admins can report on feedback given, received, and requested in Lattice Admin. Use these to track progress midway and measure results at the end:

- [Understanding Feedback Analytics](#)
- [Feedback Log](#)
- [Export Feedback](#)

Midway: Pull feedback given and requested to date. Post a quick progress update with total activity so far and how many people have entered the competition to keep momentum up.

At the end: Pull final numbers to find your winners and to measure results.

Recap for leadership: Package a short summary that includes:

- Total feedback requested and given during the campaign
- Unique participants (requesting vs. giving)
- Challenge completion — how many entered and completed
- Lift vs. a normal two-week period (grab a baseline before you launch)
- Winners and any standout teams
- Qualitative feedback from employees or managers

Use the results to decide what to repeat, simplify, or improve next time.