Opinions matter: The game-changing impact of feedback on supporting your journey to success

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In the dynamic landscape of business evolution, innovation, and progression, companies constantly strive to stay ahead, meet stakeholder needs, and compete in a crowded market.

Navigating this can be challenging, especially when caught up in the day-to-day operations of an organisation. The key to ensuring continuous forward momentum lies in leveraging feedback as a powerful tool.

Productivity, people, and data form the cornerstone of effective business performance. From enhancing products to gauging client satisfaction, ease of communication, and stakeholder perceptions, customer feedback provides invaluable metrics. Understanding strengths and areas for improvement empowers businesses to meet objectives, support customers, and thrive.

At Jersey Business, our mission is to enhance business performance, fuel growth for Jersey businesses, and contribute to the long-term economic sustainability of the Island. To effectively fulfil this mission, we prioritise maintaining high standards, delivering quality programmes, and upholding a positive organisational reputation.

Each year, we invite our clients to participate in an independently commissioned survey. In just 10 minutes, this survey provides invaluable insights into how we are perceived and guides improvements to align with the evolving business landscape in Jersey.

Feedback from the previous surveys highlighted:

- The high recommendation of our Leading Growth program, with 90% of participants suggesting it to friends or business contacts.
- Strong endorsement of our Business Improvement program, with 85% of leaders recommending it to other businesses.
- Recognition for our business integrity and credibility while acknowledging areas for improvement in becoming more empowering for our customers.

As we approach 2024, we are once again asking businesses for feedback. Your insights are instrumental in helping us adapt and develop our offerings to meet your evolving needs. If you have thoughts on how Jersey Business has collaborated with you in 2023 and recommendations for us in 2024, we invite you to share them through our annual survey by following the link provided.

Jersey Business Annual Survey 2023

Your input is crucial in shaping the trajectory of Jersey Business as we continue to strive for excellence in productivity, people engagement, and data-driven decision-making. Thank you for being a valued part of our journey towards continued growth and success.