

ACTIONABLE IMPACT

IMPACT AREA: Workers



FEATURED COMPANY:



yellowdog
printing & graphics

Company Size: 20-50

FOCUS: EMPLOYEE REVIEW PROCESS

Implementing a thoughtful and recurrent employee review process improves workplace satisfaction, increases productivity and drives positive collaboration. Open and frequent dialogue between employees and supervisors about performance, expectations, wellbeing and overall happiness allows individuals to speak and feel heard, creating an environment conducive to all.

"We make sure we are following up and really pushing this overall how are you doing, how are you achieving your goals, and how are we helping you get there?"

– Dan Mulligan, Owner of Yellowdog Printing and Graphics

Yellowdog takes the awkward and impersonal out of their employee reviews with a quarterly process that brings value and depth to each conversation. They use an electronic questionnaire, followed by in-person meetings, to guide a process that is meant to be personal and constructive for both parties.

A SIMPLE FORMAT

Reviews can sometimes feel impersonal, but with time and experimentation, the owners of Yellowdog Printing and Graphics discovered they receive the most impactful feedback when they employees “How are you doing?” and “How do you feel about your role in the organization?” Yellowdog implements a quarterly employee performance review and development process that includes an online questionnaire followed by a face-to-face meeting. The [questionnaire](#) is made using Google Forms due to simplicity and direct online submission.

The company’s intention is to make this a meaningful process and an opportunity for professional development. Regular check-ins ensure conversations are not forgotten with time, and the electronic submission model makes revisiting responses simple. The conversation flows both ways, sharing what works well and areas of improvement. This type of mutual engagement creates a positive, enjoyable work environment as the company continues to grow.

TEAM ALIGNMENT AND CULTURE THAT SPEAKS TO CLIENTS

Employees are the heart of a business and at Yellowdog and are the differentiating factor between expectation and excellence. This process helps to create a positive culture from within that manifests through interactions with clients and partners. Clients a good product, but the owners of Yellowdog know it is the experience of working with the company and interacting with their team members that sets them apart. Their quarterly reviews makes employees feel valued, engaged and empowered. A happy staff results in happy clients which ultimately drives business.

RESOURCES

- Yellowdog Quarterly Check-In Google Form [example](#)
- Example employee performance review [template](#)
- Example employee satisfaction [survey](#)

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