Feedback to and from "The Crowd" is not an option for business success

Crowd source auditing, is effective because it involves "The Crowd" (*i.e. the people who experience what is being audited*). They feed back their experiences of what is really happening on a day-to-day basis – they are, after all, the ones who know this best. No amount of traditional auditing can hope to collect this depth or breadth of evidence, especially as much of it is behavioural that, by its nature, is variable and often inconsistent. Giving the Crowd a voice benefits the organisation by exposing previously invisible risks posed by current operating practices - and it is these that affect the delivery of outcomes, objectives and governance requirements. Whatever documents may show, it is the reality of current practices and behaviours that creates the majority of risk.

Having involved the Crowd, providing them with effective feedback of what they are saying and what you are doing about it is critical to keeping them involved and motivated to do more, encouraging this empowerment of their 'voice'. The organisation's ability to respond to feedback from audits, either traditional or Crowd sourced, in the optimum way helps to drive business success. The effectiveness of the overall feedback cycle, *Crowd* to *Organisation* to *Crowd*, drives the organisation's ability to proactively change to manage risk, rather than reactively after unplanned events occur. This is a key part of the organisational eco-system, with feedback stimulating growth and adaption, so that the organisation can continue to succeed. Choke this feedback cycle at any point and the organisation's life-blood stops, the eco-system falters and the organisation becomes slower to adapt. That drives increased risk of failure.

Giving Feedback to the Crowd is therefore just as critical as getting feedback from it - it isn't an optional extra or something for others to do! All Managers at all levels must understand why both forms of feedback are critical. The results of audits, what they are showing and what is being done with the results must be communicated to the Crowd on a regular basis to reinforce, through increased understanding, the key part they play. If not, they will have no reason to engage further and feedback will be stifled.

Organisations will often routinely explain business results and KPIs to their teams and what needs to done to improve these, but this feedback provides an incomplete picture of performance. It often seems too remote for many members of the Crowd. So, Crowd-sourced audit results must also be communicated to add to this performance picture, providing the Crowd with a much more rounded, understandable and recognisable view of what is happening.
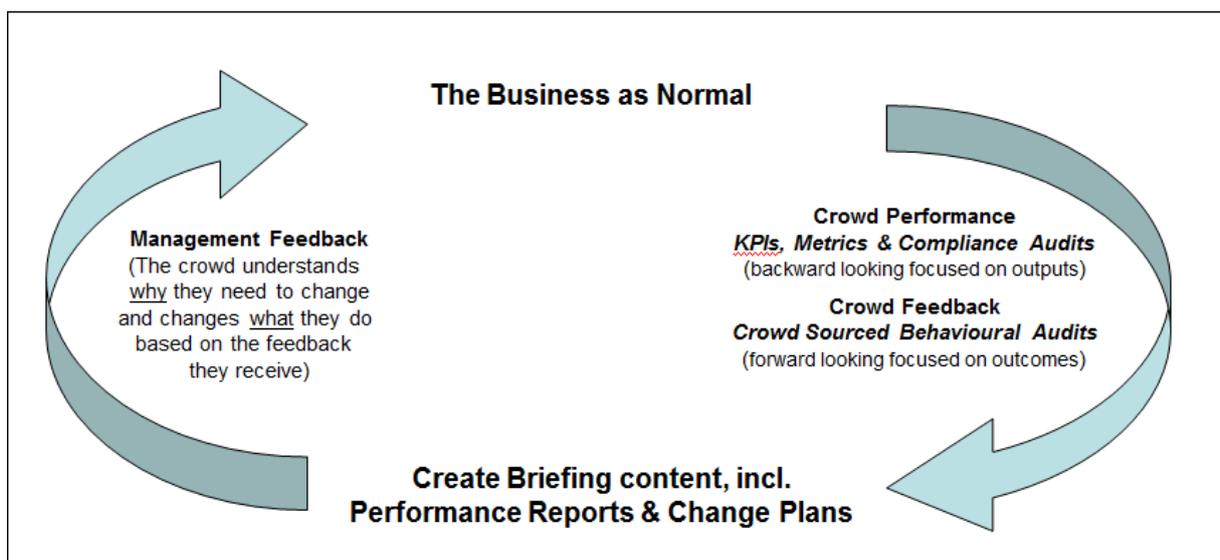
The Business Eco-system - 'No feedback leads to poor organisational performance

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