

Anonymous Suggestions: Yes or No?

Anonymous Suggestions

A question that often comes up is: “Should we allow anonymous suggestions?” In this document, we address this question and propose a solution.

Positives

1. More suggestions, especially outside-the-box suggestions

Would employees submit more suggestions if they could do so anonymously?

This may certainly be the case. The option to remain anonymous can make employees less nervous about submitting outside-the-box suggestions. Employees may feel they can be more creative as they don't need to fear ridicule of their colleagues or retribution from management.

2. Unbiased feedback

When employees know the identity of the submitter, the feedback they provide on the suggestion can be biased.

Hiding the identity of the submitter can make the feedback more unbiased. Employees will then evaluate a suggestion based on its merits, rather than the personal relationship or the job title of the submitter.

Negatives

1. Harder to Recognize/Reward

However, anonymous ideas can sometimes hamper your suggestion program. How can a senior manager thank employees for their contribution to the company if they don't know who submitted an idea? How can you reward an employee for fantastic ideas that boost company profits?

2. Encourages Unproductive Gripes

Anonymous ideas can encourage unproductive gripes from employees and can lead to a negative culture.

3. Program Managers may not take ideas seriously

Program Managers may not take suggestions from anonymous submitters as seriously. While this can be avoided by training program managers, this can adversely impact your suggestion program.

The good news is, there is an approach that enables you to tap into the positives listed above, while avoiding the negatives.

Semi-Anonymity

The solution is: **Semi-Anonymity**.

Here's what “semi-anonymity” means:

- Suggestion program manager knows the identity of each submitter.
- However, submitters remain anonymous to other employees.

Our experience suggests that semi-anonymity can give you the best of both worlds. With this approach, you can tap into the positives of anonymous suggestions, while avoiding the negatives.

[IdeaGlow](#) is designed to support semi-anonymity out of the box. It can also be easily configured to support anonymity in cases where it is required—by simply creating an anonymous user account and sharing that username/password with all employees. Now you can [get a 30-day FREE trial of IdeaGlow](#).

Get FREE Trial
30 days

Not ready for trial yet? Download our white paper on [How to Build an Employee Suggestion Program that Works](#).