Stop-Start-Continue

What is it?

An effective, adaptable feedback tool. It can be used by teams to collaboratively review performance or services, or by individuals to gather personal feedback. Stop-Start-Continue gathers insights about what is working well now, and where there might be areas for improvement. It provides a solid foundation for action planning.

When to use it?

This tool can be used in a variety of scenarios, from gaining customer perspectives on the service you offer, (see also Voice of the Customer in the Focus toolkit) to a more internal focus within a team on how they are operating. In all contexts it will highlight areas of success (what is currently working well), where improvements need to be made and also give an opportunity for people to express their ideas on how to improve.

Benefits at a glance….

- Easy to use and adaptable, suited to both online and in person sessions

- Provides a structure for capturing multiple perspectives and expressing ideas for improvement

- In a team setting, builds cohesion and a shared sense of working together.

CONTINUE	STOP	START
What is working well?	What is not working?	What should we be doing?
What should continue?	What needs to stop?	What could we improve?

How to use it?

- First, set the scope of what topic you are covering and confirm the objective of the session. This will allow people to focus their thoughts and contribute appropriately.
    - **Customer example** - "*We want to know your views on the reporting and associated guidance that we provide for you so that we can improve our service offering.*"
    - **Internal team example** – "*We want to know your views on how we communicate as a team so that we can improve team morale and the service we offer to our customers.*"

- Plan a collaborative session. This could be as a standalone workshop or part of a regular team meeting. Consider who to invite, to ensure you get a cross-section of different perspectives. Consider how long to allocate to each heading (stop-start-continue) and prepare resources (such as whiteboards/flipcharts. See 'tips' for further advice for running remote or hybrid sessions).

- Run the session. Introduce the topic and encourage all contributions – all feedback is valuable. Work through each heading in group(s). Seek clarification on any comments that seem ambiguous but otherwise do not comment or influence the input.

- Review and plan: Review the inputs and identify common themes. Start to consider what actions you need to undertake in order to respond to the feedback and how to engage your team in action planning. This can be done collaboratively as part of the session (see 'tips' for further advice on this) or by drafting an action plan and circulating for review and comment.

TIPS

- **Remote or hybrid sessions**: Miro is an easy-to-use tool for running online or hybrid sessions. Miro allows users to write on virtual "post-it notes" on a shared board. All staff and students are eligible to apply for a free Miro education license, and can use this stop-start-continue template. Alternatively, ask participants to record ideas in a Teams chat or shared spreadsheet.

- **Running the session:** you might like first to give participants a minute or two to consider their inputs individually and to note these down on post-its. Then add the post-it notes under the respective heading, and review and discuss as a group. This enables individual reflection and helps bring all voices into the conversation, whilst still encouraging collaborative thinking and dialogue.

- **Order of play:** feel free to change the order of Stop-Start-Continue. For example, you might like to begin with "Continue," so that the session starts with some positive feedback, or "Start" if you want to encourage innovation.

- **Action planning:** You might like to use the Impact/Effort matrix, available in the Focus toolkit, to kick-off action planning. This helps teams consider what actions would have the most benefit or impact and how easy are they to achieve, drawing out Quick Wins and important actions that need longer term planning.