



The Suggestion Box: A Timeless Tool for Business Success

Recently I was asked by an associate if we could get a suggestion box for our location. To be honest, I immediately had mixed feelings. The “old” suggestion box symbolizes an outdated artifact of old-school thinking. What’s next, bring back the rotary phone? Office bar cart? Well, I kind of like that one. I mean the first thing I pictured when I heard suggestion box was an old, beat up, dusty shoebox sitting on some counter that is also used as a trash can or chewed up gum storage center. Implementing a suggestion box feels like we are going back in time, especially in this high-tech business world we operate in today. **However**, upon further review and much thought, the suggestion box (if managed well) can be a relevant tool. It can be used for fostering innovation, improving employee engagement, and driving business growth. By providing an avenue for open and anonymous feedback, the suggestion box empowers employees, enhances communication, and unlocks a treasure trove of ideas that can drive continuous improvement.

One key benefit for providing a suggestion box would be its ability to enhance employee engagement. Actively seeking input from employees, demonstrates that everyone’s ideas and contributions are valued. When everyone feels heard and valued, their commitment and loyalty to the organization can increase. This, in turn, leads to higher levels of productivity, improved morale, and a more positive work environment. The suggestion box can allow employees at all levels a way to contribute their unique perspectives, and offering fresh insights that may have otherwise been overlooked.

For a business to thrive and succeed in today’s challenging environment, there must be effective two-way communication. The suggestion box can act as that bridge, connecting employees and management, and fostering transparent (honest) communication. By removing the barriers, it enables employees to freely express their thoughts and concerns without fear of judgment or reprisal. Anonymity, a feature commonly associated with suggestion boxes, encourages honest feedback, and helps employees feel more comfortable sharing their ideas and suggestions. As a result, companies can gain valuable insights, identify potential issues, and are better equipped to make informed decisions.

Actively implementing valuable suggestions can demonstrate a commitment to innovation and employee empowerment, resulting in increased efficiency, customer satisfaction, and ultimately, a competitive edge in the marketplace.

While the suggestion box may seem like a relic of the past, it can be a powerful tool that empowers organizations to thrive in a rapidly changing world.

So, go ahead and stick your hand in that suggestion box. You may be very happy with what you pull out.... unless it is old gum.... then you have other issues to deal with.

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