

# Brava User Guide

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## Introduction

Brava is an AI-native performance management platform that helps organizations capture continuous feedback, run performance reviews, measure employee engagement, and make better talent decisions using real-time performance data.

Unlike traditional performance management systems that rely on annual reviews and employee memory, Brava continuously collects example-based feedback throughout the year and transforms it into actionable performance insights, summaries, and review drafts.

This guide explains how employees, managers, HR teams, and administrators use Brava.

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## 1. Getting Started

### Accessing Brava

Users can access Brava through:

- Web Application
- Desktop Application
- Slack Integration
- Email Notifications
- Google Calendar Integration

### First Login

1. Accept your Brava invitation email.
  2. Create your account.
  3. Join your organization's workspace.
  4. Connect Slack (recommended).
  5. Connect Google Calendar (optional).
  6. Review company competencies and values.
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## 2. Feedback Capture

Feedback is the foundation of Brava. Every piece of feedback becomes part of an employee's ongoing performance record and can later be used in performance reviews, promotion discussions, coaching conversations, calibration sessions, and development planning.

### General Feedback

General Feedback allows users to document observations, recognition, coaching moments, and performance examples.

#### Steps

1. Click New Feedback.
2. Select General Feedback.
3. Choose a recipient.
4. Enter feedback details.
5. Attach supporting evidence if applicable.
6. Select visibility settings.
7. Submit.

#### Best Practices

Strong feedback should:

- Reference a specific event
  - Describe observable behavior
  - Explain impact
  - Include sufficient context
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### Screenshot Feedback

Screenshot Feedback allows users to attach visual evidence to performance observations.

Examples include:

- Slack conversations
- Product designs
- Customer communications
- Dashboards
- Documents
- Project updates

## Steps

1. Click Take Screenshot.
  2. Capture or upload an image.
  3. Select recipient.
  4. Add context.
  5. Submit feedback.
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## Prompted Feedback

Prompted Feedback uses guided questions to help users write higher-quality feedback.

## Steps

1. Select recipient.
  2. Complete guided prompts.
  3. Review generated response.
  4. Edit if desired.
  5. Submit.
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## Slack Feedback Capture

Users can submit feedback directly from Slack conversations.

## Steps

1. Locate relevant Slack message.
2. Open More Actions.
3. Select Submit to Brava.
4. Choose recipient.
5. Add comments.
6. Submit.

The original Slack message is automatically attached as supporting evidence.

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## 3. AI Suggested Feedback

Brava automatically identifies meaningful performance moments within Slack conversations and generates draft feedback suggestions.

## How It Works

1. Brava analyzes connected Slack channels.
2. AI identifies notable performance behaviors.
3. Draft feedback is generated.
4. User receives a suggestion.
5. User may:
6. Submit
7. Edit
8. Dismiss

## Common Examples

- Collaboration
- Leadership
- Problem solving
- Communication
- Customer impact
- Initiative

All AI-generated suggestions remain fully editable.

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# 4. Feedback Nudges

Brava helps build consistent feedback habits through automated reminders.

## Slack Nudges

Slack nudges prompt users to provide feedback directly within Slack.

Example prompts include:

- Who went above and beyond this week?
- Who helped unblock your work?
- What collaboration stood out recently?

## Responding to a Nudge

1. Open the Slack message.
  2. Respond to the prompt.
  3. Review generated feedback.
  4. Submit.
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## Google Calendar Nudges

When Google Calendar is connected, Brava automatically detects meetings and prompts users for feedback after meetings conclude.

### Benefits

- Captures feedback while memories are fresh
  - Reduces recency bias
  - Improves feedback quality
  - Creates performance records from everyday interactions
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## Email Reminder Nudges

Brava sends reminder emails twice weekly.

Users can:

- Submit new feedback
  - Review pending actions
  - Access Brava directly
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# 5. Feedback Dashboard

## Feedback Summary

The Feedback Summary dashboard tracks feedback coverage across employees.

Managers can see:

- Number of feedback entries
- Feedback completion progress
- Direct report coverage
- Feedback quality indicators

### Recommended Target

Managers should aim for at least 2–4 meaningful feedback entries per employee per month.

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## Feedback Log

The Feedback Log stores all submitted feedback.

Users can:

- Search entries
- Filter by employee
- Filter by author
- Filter by date range
- Review supporting evidence

Brava automatically tags feedback against company values and competencies.

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## 6. Surveys

### Overview

Brava Surveys allows organizations to collect structured feedback, engagement insights, sentiment data, and organizational health metrics at scale.

Common use cases include:

- Employee Engagement Surveys
  - Pulse Surveys
  - DEIB Surveys
  - Manager Effectiveness Surveys
  - Leadership Feedback Surveys
  - New Hire Surveys
  - Exit Surveys
  - Change Management Surveys
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### Creating a Survey

#### Steps

1. Navigate to Surveys.
2. Click Create Survey.
3. Enter survey details.
4. Add questions.
5. Configure anonymity settings.
6. Select recipients.
7. Configure reminders.

8. Set survey close date.
  9. Launch survey.
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## Supported Question Types

Brava supports:

- Likert Scale
  - Multiple Choice
  - Single Select
  - Multi Select
  - Numeric Rating
  - Net Promoter Score (NPS)
  - Open Text
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## Survey Participation Tracking

Administrators can monitor:

- Total Participants
  - Responses Submitted
  - Participation Rate
  - Remaining Respondents
  - Survey Status
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## Survey Themes

Themes allow organizations to group multiple questions into a single reporting category.

Examples include:

- Compensation
- Benefits
- Leadership
- Communication
- Career Growth
- DEIB
- Manager Effectiveness
- Work-Life Balance

Brava automatically calculates composite scores for each theme.

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## Survey Analytics

Survey reporting includes:

### Overall Survey Score

Average score across all questions.

### Question-Level Reporting

Displays:

- Average score
- Response distribution
- Favorability
- Historical trends

### Theme-Level Reporting

Displays aggregate scores by theme.

Example:

Leadership: 82% Communication: 88% Career Growth: 79%

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## Open Text Analysis

Administrators can:

- Review comments
- Filter comments by department
- Search comments
- Export comments

Future AI-powered analysis may identify themes and sentiment automatically.

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## Department-Level Reporting

Survey results may be segmented by:

- Department
- Team
- Manager
- Office

- Business Unit
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## **Anonymous Surveys**

Administrators can configure surveys as:

### **Anonymous**

Individual respondents cannot be identified.

### **Non-Anonymous**

Responses are linked to employee profiles.

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## **Closing Surveys**

Surveys may:

- Close automatically on a specified date
- Be manually closed by administrators

Once closed, results remain available for reporting.

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# **7. Goals**

Goals provide a framework for performance expectations and employee development.

## **Creating Goals**

1. Navigate to Goals.
2. Click Create Goal.
3. Enter objective.
4. Assign owner.
5. Define timeline.
6. Save.

## **Goal Tracking**

Goals may be:

- On Track
- At Risk

- Off Track
- Completed

Feedback can be linked directly to goals.

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## 8. Competencies & Career Ladders

Brava supports customizable competency frameworks and career ladders.

Examples include:

- Communication
- Collaboration
- Ownership
- Leadership
- Execution
- Problem Solving

Organizations can create:

- Company-wide competencies
- Department-specific competencies
- Career progression frameworks
- Promotion criteria

Managers use these frameworks during performance reviews and development discussions.

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## 9. Performance Reviews

Brava supports structured review cycles that combine continuous feedback, surveys, competencies, goals, and manager evaluations.

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### Creating a Review Cycle

#### Admin Workflow

1. Navigate to Performance Reviews.
2. Select Create Cycle.
3. Define cycle dates.
4. Select participants.
5. Configure review types.
6. Launch cycle.

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## Supported Review Types

### Self Review

Employees assess:

- Achievements
- Challenges
- Growth opportunities
- Future goals

### Peer Review

Employees provide feedback on coworkers.

### Manager Review

Managers evaluate direct reports.

### Upward Review

Employees provide feedback on managers.

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## Cycle Administration

Administrators can monitor:

- Completion rates
  - Participation rates
  - Outstanding reviews
  - Review status
  - Reminder activity
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## 10. AI Review Generation

Brava automatically generates review drafts using feedback collected throughout the review period.

### Sources Used

- Feedback Entries
- Goals
- Peer Reviews

- Manager Reviews
- Upward Reviews
- Survey Results (optional)

### **Workflow**

1. Open employee review.
2. Click Generate Response.
3. Review draft.
4. Edit as needed.
5. Submit final review.

All generated content remains fully editable.

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## **11. Analytics**

Brava Analytics provides visibility into adoption, engagement, and performance activity.

### **Feedback Metrics**

- Total Feedback
- Average Daily Feedback
- Feedback Volume Trends

### **Adoption Metrics**

- Active Users
- Participation Rates
- Feedback Frequency

### **Top Contributors**

Identifies employees submitting the most feedback.

### **Top Recipients**

Identifies employees receiving the most feedback.

Visible only to authorized administrators.

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## 12. Permissions & Visibility

Administrators can configure feedback visibility settings.

Available options include:

### **All Employees**

Visible company-wide.

### **Manager**

Visible only to employee's manager.

### **Manager and Admin**

Visible to manager and administrators.

### **Manager, Employee, and Admin**

Visible to all primary stakeholders.

### **Feedback Provider Only**

Private notes visible only to the author.

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## 13. AI & Security

Brava currently utilizes enterprise-grade AI infrastructure to generate summaries, recommendations, and review drafts.

Key principles include:

- Customer data is not used to train AI models.
- AI-generated content is always editable.
- Organizations maintain control over final outputs.
- AI-generated content should be reviewed before sharing.

Brava supports multiple AI model providers and maintains a model-agnostic architecture for future flexibility and compliance requirements.

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## 14. Best Practices

Organizations that achieve the strongest outcomes typically:

- Encourage weekly feedback habits.
- Connect Slack and Google Calendar.
- Maintain active goal tracking.
- Run quarterly review cycles.
- Use competencies consistently.
- Review survey data regularly.
- Encourage managers to provide specific, example-based feedback.

When used consistently, Brava creates a comprehensive performance record that improves coaching quality, review accuracy, promotion decisions, and employee development outcomes.