

HOW TO GIVE FEEDBACK

Read the [article](#) "How To Give Concise Positive Feedback" by Kristi Hedges

1 QUOTES

Task 1: Discuss the quotes related to feedback, use the prompts to guide your answers.

1. Discuss the meaning of each quote.
2. How could you apply the meaning of each quote to your life?
3. To what extent do you agree / disagree with each quote?
4. Can you think of any real-life example where you have seen the meaning of each quote in practice?

Quotes:

"Continuous delivery without continuous feedback is very dangerous."

"The only way to grow is to welcome constructive criticism."

"Criticism, like rain, should be gentle enough to nourish a man's growth without destroying his roots."

"The trouble with most of us is that we would rather be ruined by praise than saved by criticism."

To avoid criticism, do nothing, say nothing, be nothing."

Task 2: Discuss the link between feedback and criticism.



2 FEEDBACK VOCABULARY

Task 1: Match the words on the left to their meanings on the right.

- | | |
|-------------------------|--|
| 1. Open ended questions | a. serving a useful purpose. |
| 2. Vague | b. results in predefined responses such as yes / no. |
| 3. Insincere | c. when something is uncertain, indefinite, or unclear |
| 4. Constructive | d. participants cannot respond with yes or no. |
| 5. Praise | e. not expressing genuine feelings. |
| 6. Closed questions | f. express approval or admiration of something. |

Task 2: Complete the sentences using the vocabulary above.

- It is important to ensure that all feedback is _____.
- The problem with _____ feedback is that it can lead to confusion.
- The employee ignored his managers feedback because it seemed _____
- Asking _____ is effective as they can lead to honest conversations.
- Employees' motivation levels can improve when they receive _____.
- _____ aren't effective during meetings because they lead to short responses.

Task 3: Practice using the new words by discussing the following questions.

- Give three examples of open-ended questions.
- Give three examples of closed questions.
- What problems can occur if an employee receives vague feedback?
- Describe a time you received praise from your manager.
- How do you know if praise is insincere?
- Describe a time you received constructive feedback.



3 HOW TO GIVE CONCISE POSITIVE FEEDBACK

Task 1: Complete the headings (1-5) using the words from the box.

Praise in public	Separate positive and negative feedback	Be specific
Immediate feedback	Promote the bigger picture	

Providing regular positive feedback is crucial, but many of us aren't sure how to do it without seeming insincere. The following article provides five steps you can follow in order to give positive feedback that inspires and motivates.

1. _____. If you want an employee to keep up the great work, then praise them as soon as they complete the positive action. Similarly, if you want an employee to change their behaviour you should give them feedback straightaway as waiting will lead to confusion.
2. _____. A manager just saying "good job" isn't sufficient. By describing in detail, employees will know exactly what they need to do in the future to keep performing well.
3. _____. The "sandwich" approach is when a person says something positive, negative, then positive. This approach has caused more confusion than is necessary.
4. _____. Don't give praise in private. You should use all-staff emails or team meetings to recognise achievements. Employees will be rewarded with their colleagues' comments as well as those of their bosses.
5. _____. The boss should encourage positive future actions while making the employee aware of the positive influence said actions are having for the company.

Adapted from: [Article](#).

Task 2: Discuss the following questions as a class.

- a. How can positive feedback improve a company's performance?
- b. Why should feedback be immediate?
- c. Have you ever received positive feedback in public? How did you feel?
- d. Do you agree that feedback should be specific? Give an example.
- e. In relation to your company, do you know what the bigger picture is?
- f. Why is it advised to separate positive and negative feedback?

4 THE STAGES OF GIVING NEGATIVE FEEDBACK

Task: Match the stages of giving negative feedback with its corresponding language.

Offer specific suggestions.

State the purpose.

Describe your reactions.

Give an opportunity to respond .

Describe what you have observed.

1. _____

- The primary goal of this meeting is to...
- The aim of this meeting is to provide feedback on..
- The objective of today's discussion is to...

2. _____

- From my perspective, I've noticed that...
- It's come to my attention that...
- A recurring theme I've seen is...

3. _____

- My initial impression of this was...
- Upon hearing this, I felt...
- I couldn't help but feel...

4. _____

- I'd like to hear your thoughts on...
- Could you share your perspective regarding...
- What's your take on the situation with...

5. _____

- One actionable suggestion is to..
- In order to improve, you should...
- For the next steps, you need to...



5 CONSTRUCTIVE FEEDBACK

Task: When giving constructive criticism, it can help to turn statements into questions because asking questions can relieve stress and start a conversation. Practice this technique below, use the example as a guide.

E.g. You should've completed the report earlier (agree)

*Do you **agree** that you should have completed the report earlier?*

1. We will lose the contract if you don't find a solution. (realise)
2. The presentation should be completed (agree)
3. It is not acceptable to arrive late. (think).
4. If you had planned better, this would not have happened. (realise)
5. You should call the customer and apologise for the mistake (think)

6 FEEDBACK SCENARIOS

Read each of the scenarios, then complete the tasks.

A new employee, who has been with the company for 2 weeks, has failed to prepare an important presentation on time. This means that you will have to work overtime to finish the presentation yourself because it needs to be delivered tomorrow to an important customer. The employee has not apologised, as he does not seem to understand the consequences of the mistake. You have arranged a meeting with the employee.

Task 1: Choose how you would react (a-c).

- a. Explain in detail what you observed, giving him a verbal warning.
- b. Ask open ended questions, allowing him to realise the size of his mistake organically.
- c. Express your emotions by shouting at him, ensuring he apologises.

Task 2: Explain how you would give feedback using the 5 stages from exercise 5.



An employee who has been with the company for 6 years, has just gained a promotion to the sales department. He has only been working in the sales department for one month, but he is already impressing greatly. Last week, he attended a meeting with a potential customer, and due to his great performance within the meeting, he secured a contract worth £100,000 over 6 months.

Task 1: Choose how you would react (a-c).

- a. Praise him during a departmental meeting, and give him a bonus.
- b. Immediately congratulate him by shaking his hand and saying “well done”.
- c. Meet with him. Explain the importance of the contract and reward him with a bonus.

Task 2: Explain how you would give feedback using the 5 stages from exercise 5.

An important sales report has been delivered late. This caused you to make an error because you didn't have all the information necessary. The employee responsible for the mistake is an experienced, loyal team member. He has worked at the company for 4 years and has achieved great results. However, he has been working in the same position since joining the company so you are worried about his motivation.

Task 1: Choose how you would react (a-c).

- a. Ignore the mistake. You concentrate on motivating him and arrange a meeting.
- b. Organise two separate meetings. In one meeting, discuss the mistake, and in the other, discuss his motivation.
- c. Use the sandwich method; praise him for 4 years of good service, then deliver the negative feedback, then motivate him by talking about future opportunities.

Task 2: Explain how you would give feedback using the 5 stages from exercise 4 / 5.



HOMework

Read the article then complete the exercises on the following page.

1 THE POWER OF FEEDBACK IN BUSINESS

In the world of business, feedback is like a guiding star, illuminating the path to success. It's like a mirror reflecting what's working and what needs some work. Whether you're a big corporation or a small corner store, feedback is the secret weapon for growth.

Imagine sailing a ship without a compass. Feedback is that compass, showing you where you are and where you could be. It helps you see your strengths and weaknesses, allowing you to improve your business. If your customers whisper about long queues or confusing menus, feedback shouts these issues to your attention. When you listen, you can improve by offering a better experience and winning the hearts of your customers.

Customers are the heartbeat of your business. Their happiness fuels your success engine. Feedback, the friendly messenger, brings their thoughts to you. By acting on feedback, you shape your business according to your customers' dreams. Their smiles grow, and so does your reputation. Happy customers become loyal fans, and word-of-mouth spreads like wildfire.

Change is a friend to those who embrace it. Feedback is your ticket to an innovation wonderland. Think of it as a treasure map. Customers' wishes and grievances are like clues, leading you to valuable insights.

Perhaps they long for eco-friendly packaging or a more user-friendly website. This feedback is your chance to evolve, creating products and services that your customer love

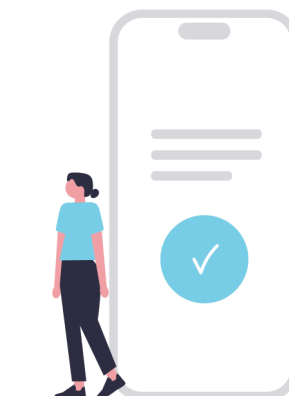
In a business, teamwork is key. Feedback guides everyone towards the same goal. When you listen to your team's thoughts and opinions, a magical thing happens. They feel valued, their ideas take flight, and collaboration grows. Employees who see their feedback valued are more motivated and dedicated, leading to an unstoppable dream team.

Even the wisest people learn something new every day. Feedback uncovers those lessons. Maybe a new employee suggests a brilliant idea, or a customer hints at untapped markets. By actively seeking feedback, you open doors to endless learning. You can transform challenges into opportunities and failure into success.

Feedback isn't just a whisper in the wind; it's a powerhouse of growth and prosperity. It's the bridge that connects you to your customers, team, and future. With feedback as your loyal friend, you're not just running a business – you're crafting a success story, one suggestion at a time. So, embrace feedback, and watch your business soar to new heights.

Task 2: Research different synonyms for the following words.

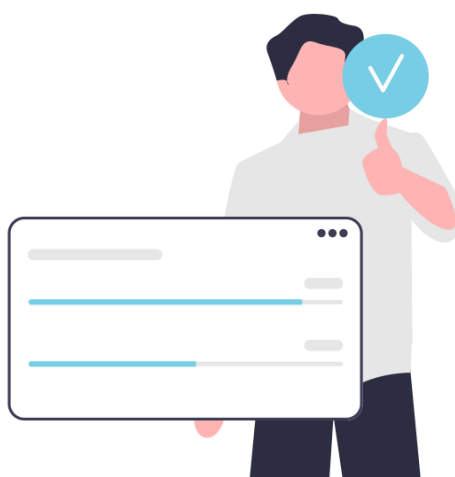
1. a secret weapon.
2. a compass.
3. insight.
4. collaboration.
5. a powerhouse.
6. to soar to new heights.



Task 3: Write a series of sentences or a short story using each word listed above.

Task 4: Write detailed answers to the following questions.

- a. How does the article show the importance of feedback in the world of business?
- b. Why is feedback likened to a guiding star and a mirror business?
- c. In what ways can feedback be compared to a compass for a ship?
- d. How does feedback help a business identify its strengths and weaknesses?
- e. Explain the relationship between customer feedback and improving the customer experience.
- f. How does feedback help teamwork and collaboration within an organisation?
- g. Discuss the connection between seeking feedback and continuous learning in a business context.



2 WRITING TASK

Task 1: Read the scenario.

Scenario

Two members of your team were involved in a heated argument in the middle of the office. They were arguing about who was to blame for the downturn in sales this month. The argument did not get personal or physical, but they did raise their voices for a few minutes.

Usually the two employees are friendly and professional, so this dispute is unexpected. Both men are great employees who perform exceptionally. You are happy that your team is honest with each other and passionate, but they have gone too far. They have acted unprofessionally in front of the whole office.

Task 2: How would you react to this situation? Write a letter to each employee involved, informing them of your decision. Your letter must include.

1. Include the five stages of giving feedback from exercise 4.
2. Include the language and information from today's class.
