



**BRAND NEW YOU**  
PERSONAL BRANDING SPECIALISTS

FEEDBACK – HOW TO GET IT, HOW TO GIVE IT

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# THIS /S PERSONAL.

Being **distinctive**.

Presenting your **self deliberately**.

Being **coherent**.

# WE *FEAR* FEEDBACK.



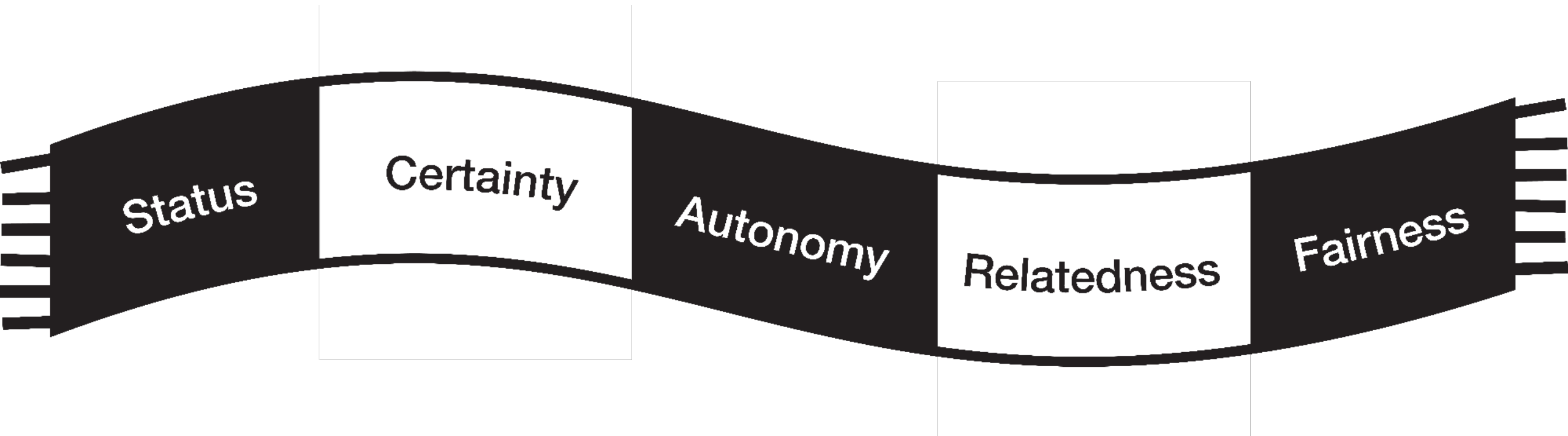
# THE RULES OF FEEDBACK.

**BROAD.**

**EXPLICIT.**

**OFTEN.**

# SCARF.



# WHAT DO YOU SEE?

CLASS	GRADE	COMMENTS
CHEMISTRY	<b>B</b>	Timmy is committed.
MATHS	<b>A</b>	Timmy continues to deliver outstanding results.
ENGLISH	<b>D</b>	We need to talk about Timmy.
GEOGRAPHY	<b>A</b>	Timmy Rocks!
HISTORY	<b>F</b>	Timmy should cease History.

# POSITIVITY RATIO.

4:1

# THE CRITICISM SANDWICH.

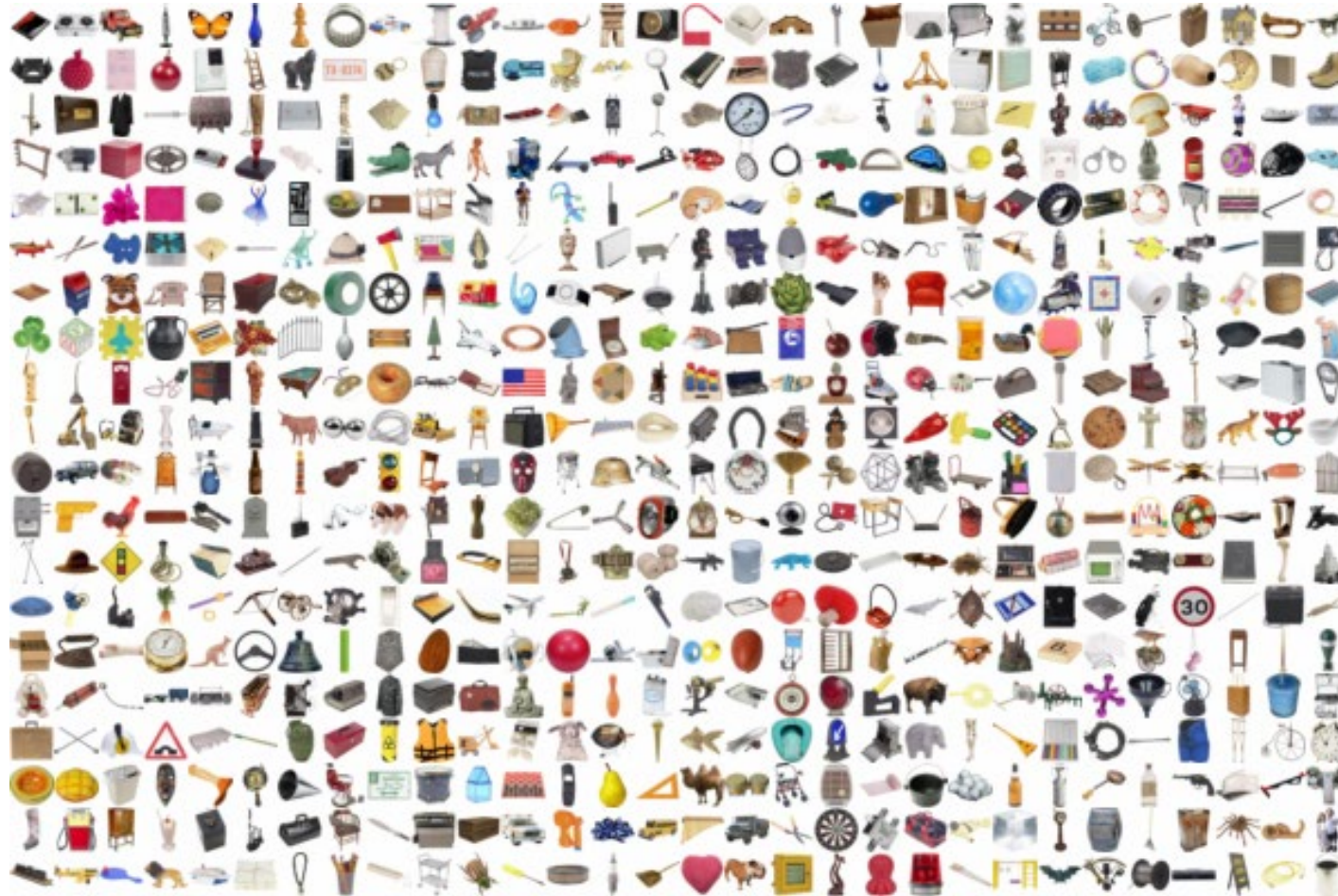




# WHAT DO YOU WANT FIRST?



# LONG TERM MEMORY.



# THE RIGHT WAY

## **PERSPECTIVE DISPLAY SEQUENCE**

- 1.SEEK PERSPECTIVE**
- 2.CONFIRM**
- 3.DELIVER DETAILS**

## **THEN....**

- 1.BE QUIET**
- 2.OBSERVE REACTION**
- 3.RESPOND**

# CRITICISM.

PLODDING, BUT KIND

VS

BRILLIANT, BUT CRUEL.

# DISPREFERRED MARKER.

To be honest...

Sad to say...

I don't want to be mean, but...

I'm afraid...

I've got to be honest...

Don't get me wrong...

# TIPS FOR GIVING FEEDBACK.

- Consider your objective – are you trying to create change?
- Positive re-enforcement makes people more susceptible to subsequent negative feedback.
- Ask - how do you want to proceed?
- Remember that you will always have to repeat praise after, otherwise it will not register.
- Ask - How do you think things are going?
- Ask - Is that fair? Does that make sense?

WE ♥ FLATTERY.



# TIPS FOR GETTING FEEDBACK.

- MOUTH OPEN.
- SIT IN SECOND.
- Ask for it – status.
- Know your numbers.
- Know where you can improve.
- Be the first to offer insight into your performance.





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