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two-minute  
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## Feedback Basics

Dr. Susan Cain, Ed. D & Taylor Viering | Corporate Learning Institute

There's always room for improvement. Two-Minute Reads are a free tool you and your organization can use just for that reason.

When it comes to feedback, most of us feel that positive comments are better and more useful than negative comments, and that when we have to point out a problem, that it's best to sandwich it between compliments.

Unfortunately, feedback doesn't really work like that. Negative isn't always bad; positive isn't always good. What happens, more often than not, when combining positive and negative comments is that people only hear and remember the good. The point of feedback isn't to make people feel good about themselves, but to help them improve. So when people ignore the critiques of what needs improving, the feedback being given isn't helpful.

The trick to giving good, useful feedback is using comments and phrases that are both helpful critiques, yet neutral enough to avoid being taken as harsh or critical. Also, adding suggestions, using phrases such as "what if", to critiques helps the receiver accept the feedback, rather than being affronted.

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