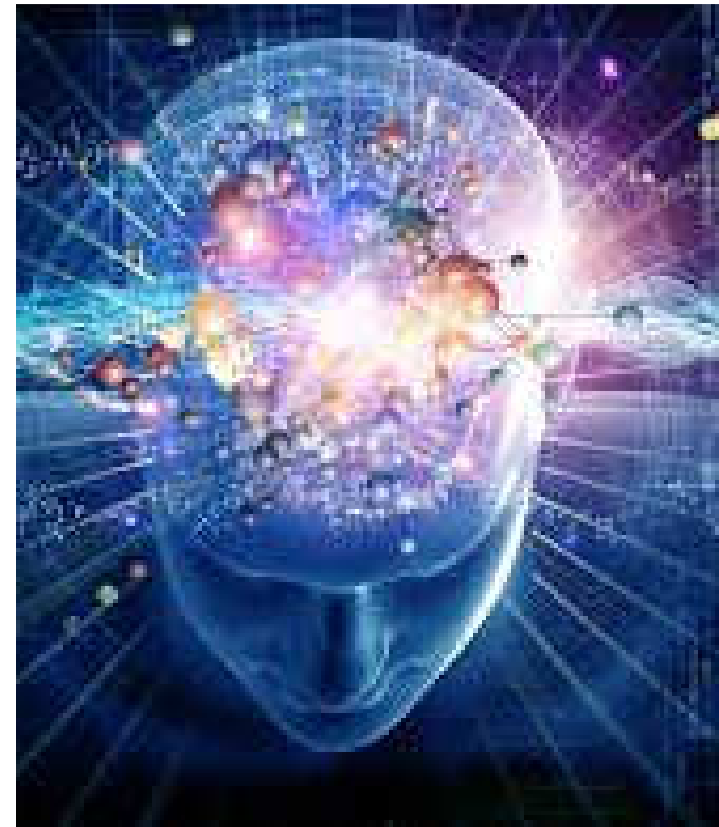






APRIL 4TH 2018

SELF IMPROVEMENT



HOW TO GIVE AND RECEIVE FEEDBACK ABOUT CREATIVE WORK

4TH APRIL, 2018

Wednesday, April 4, 2018

Ventrax Management Sdn Bhd

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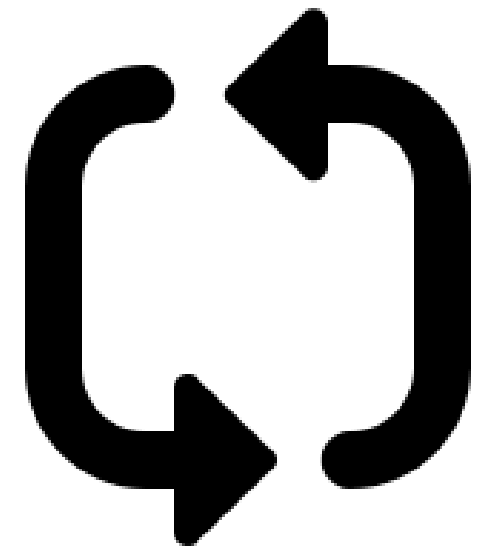


DEFINITION -FEEDBACK

PROVIDES LITTLE
DIRECTION ON
WHERE TO GO
NEXT.....

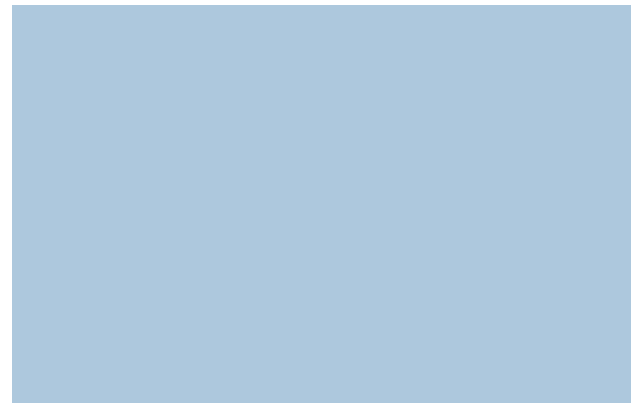
DEFINITION - FEEDBACK

FEEDBACK IS CRUCIAL FOR LEARNING AND IMPROVING, BUT IT'S RARELY FUN TO BE ON THE RECEIVING END OF IT WHEN IT'S CRITICAL



OVERVIEW

MANY PEOPLE
HAVE A NEGATIVE
REACTION TO
FEEDBACK,
ESPECIALLY
FEEDBACK ON
THEIR CREATIVE
WORK



Findings from study



**GETTING
FEEDBACK WAS
INCREDIBLY
RARE,
INDICATING
THAT PEOPLE
SEEMED TO
AVOID IT**

**WHEN PEOPLE
DID RECEIVE
FEEDBACK, IT
GENERALLY LEFT
A NEGATIVE
EMOTIONAL
RESIDUE**

**WHAT MIGHT
GOOD
FEEDBACK FOR
CREATIVE WORK
LOOK LIKE?**

**FEEDBACK THAT
CREATIVE
WORKERS
ACTUALLY WANT
AND THAT LEADS
TO CHANGES THAT
IMPROVE THEIR
CREATIVE OUTPUT?**

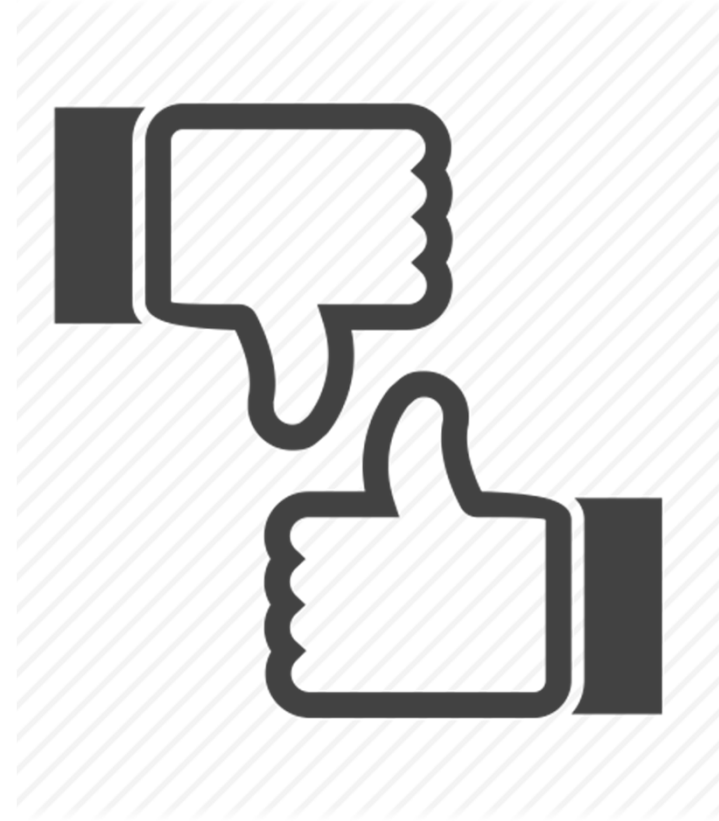
QUESTION

DEFINITION - CREATIVITY

**GENERATION OF AN IDEA THAT IS BOTH
USEFUL AND NOVEL**



**COMBINING THE TWO REQUIRES SOME CARE
BECAUSE NOVELTY, BY DEFINITION, IS
SOMETHING UNFAMILIAR TO BOTH THE
CREATOR AND ANYONE SEEING THE IDEA FOR
THE FIRST TIME**



CREATIVITY WORK DOES REQUIRE FEEDBACK



CREATIVITY WORK

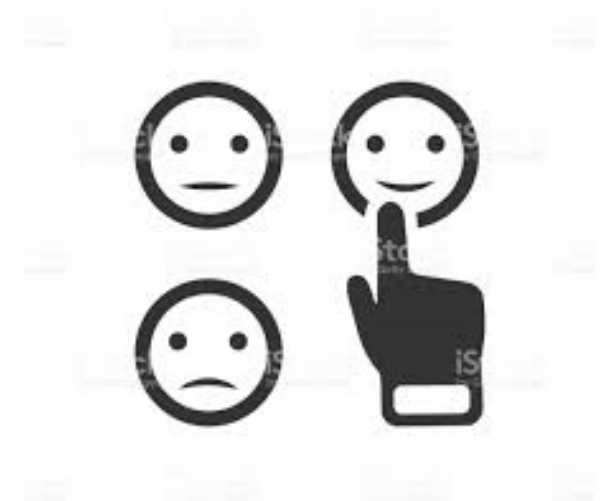
- ❖ **EARLY CREATIVE IDEAS CAN BE FRAGILE AND DISMISSED AS TOO NEW, WEIRD, OR UNNECESSARY**
- ❖ **NEW IDEAS NEED DIRECTION THAT CAN BUILD THEM UP, RATHER THAN CRITIQUES THAT CAN TEAR THEM DOWN**

CREATIVE PROCESSES USED IN ORGANIZATIONS

EXAMPLE:-

1. DESIGN THINKING
2. LEAN START-UP METHODOLOGIES
3. AGILE DEVELOPMENT
4. HUMAN RESOURCES PROCESSES

**REQUIRE GETTING FEEDBACK
ON EARLY CREATIVE WORK**



ORGANIZATIONS

- ❖ **NEED TO PROVIDE EFFECTIVE FEEDBACK TO CULTIVATE CREATIVE IDEAS**
- ❖ **IT'S ONE OF THE WAYS FOR THEM TO ADAPT TO INDUSTRY CHANGES AND COMPETITIVE PRESSURES**



ATTITUDE OF THE FEEDBACK SEEKER

**HIGHLY CURIOUS
INDIVIDUALS ASKED
EXTREMELY “OPEN
QUESTIONS” DID
BETTER - FEEDBACK
SEEKER HERE IS
SIGNALLING “THEY’RE
OPEN TO IDEAS
BEYOND THEIR OWN”**



ATTITUDE OF THE FEEDBACK SEEKER

CREATIVE WORK IS LIKE DANCING

QUESTIONS BORN OUT
OF CURIOSITY SIGNAL
THAT THE CREATIVE
WORKER IS LOOKING
FOR A DANCE PARTNER

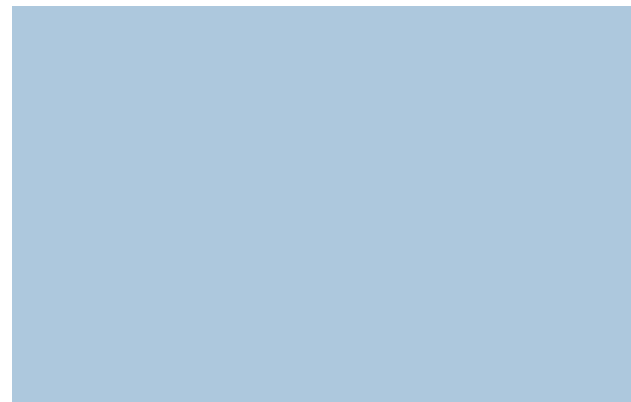
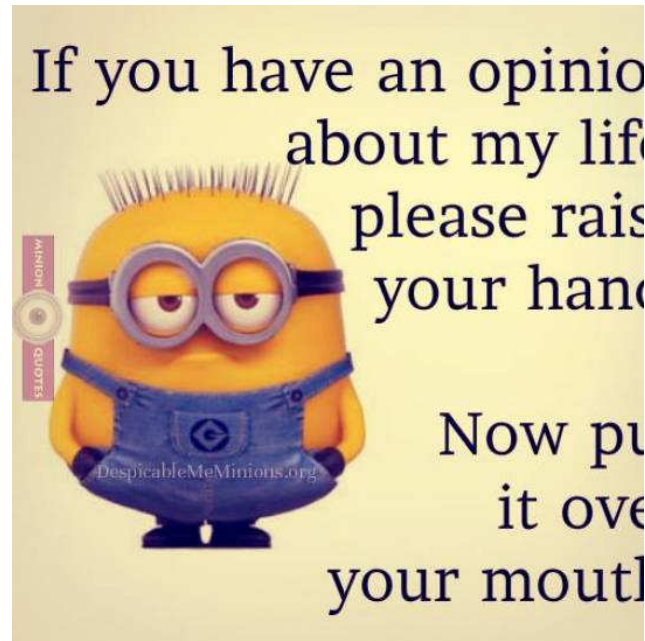
MAKE
CREATIVE
IMPACT!

ATTITUDE OF THE FEEDBACK SEEKER

A HUGE PART OF
CREATIVITY IS THIS
**ABILITY TO GET
YOUR AUDIENCE TO
AGREE THAT WHAT
YOU'RE DOING FEELS
NEW AND
SURPRISING TO
THEM**

AN OPINION

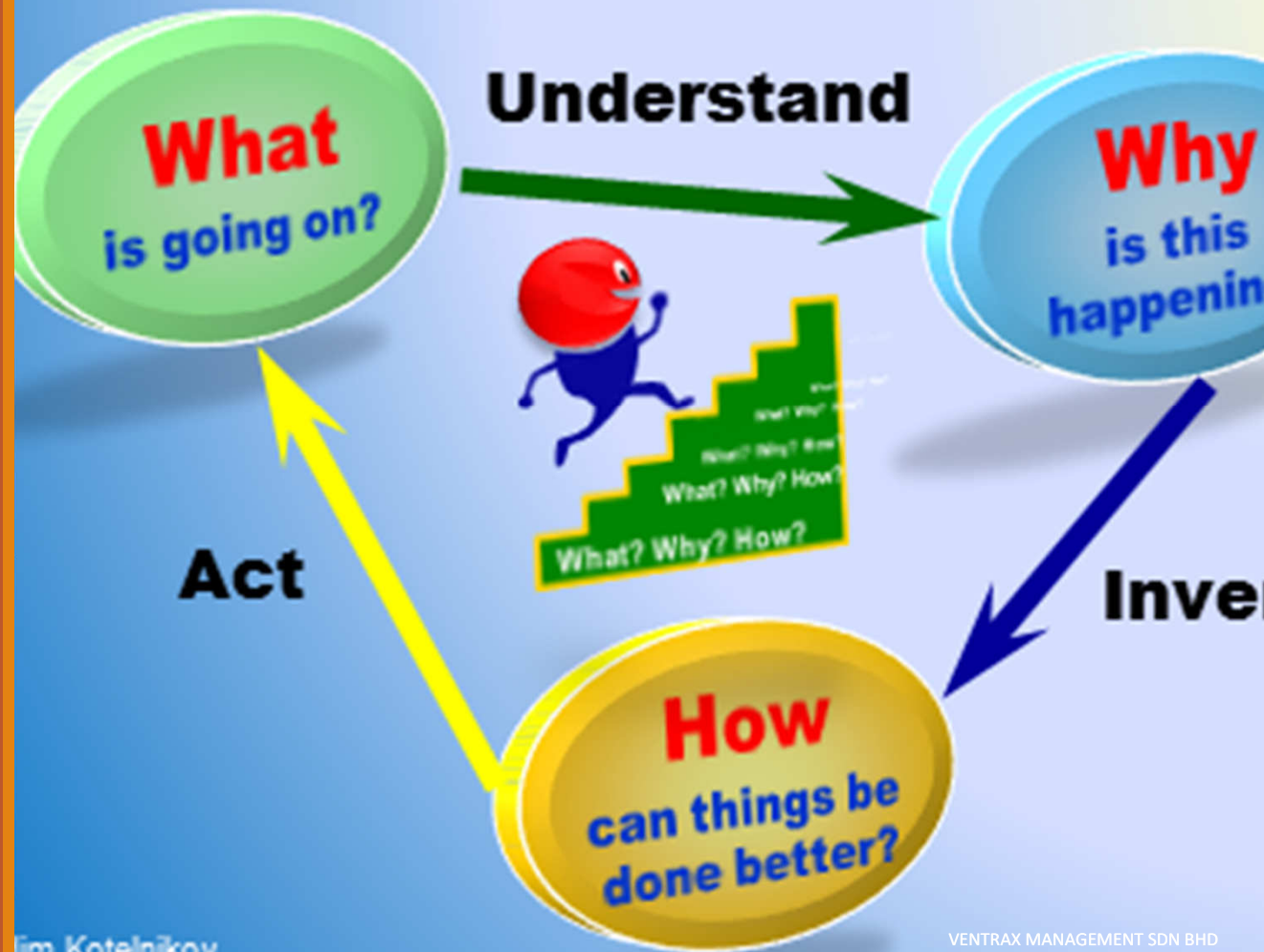
WHEN
PROVIDING
FEEDBACK TO
CREATIVE
WORKERS,
SIGNAL THAT
YOUR OPINION
IS EXACTLY THAT:
AN OPINION!



ACTIONABLE
FEEDBACK
ACTIONABLE
FEEDBACK IS A
CATALYST IN THE
CREATIVE
PROCESS

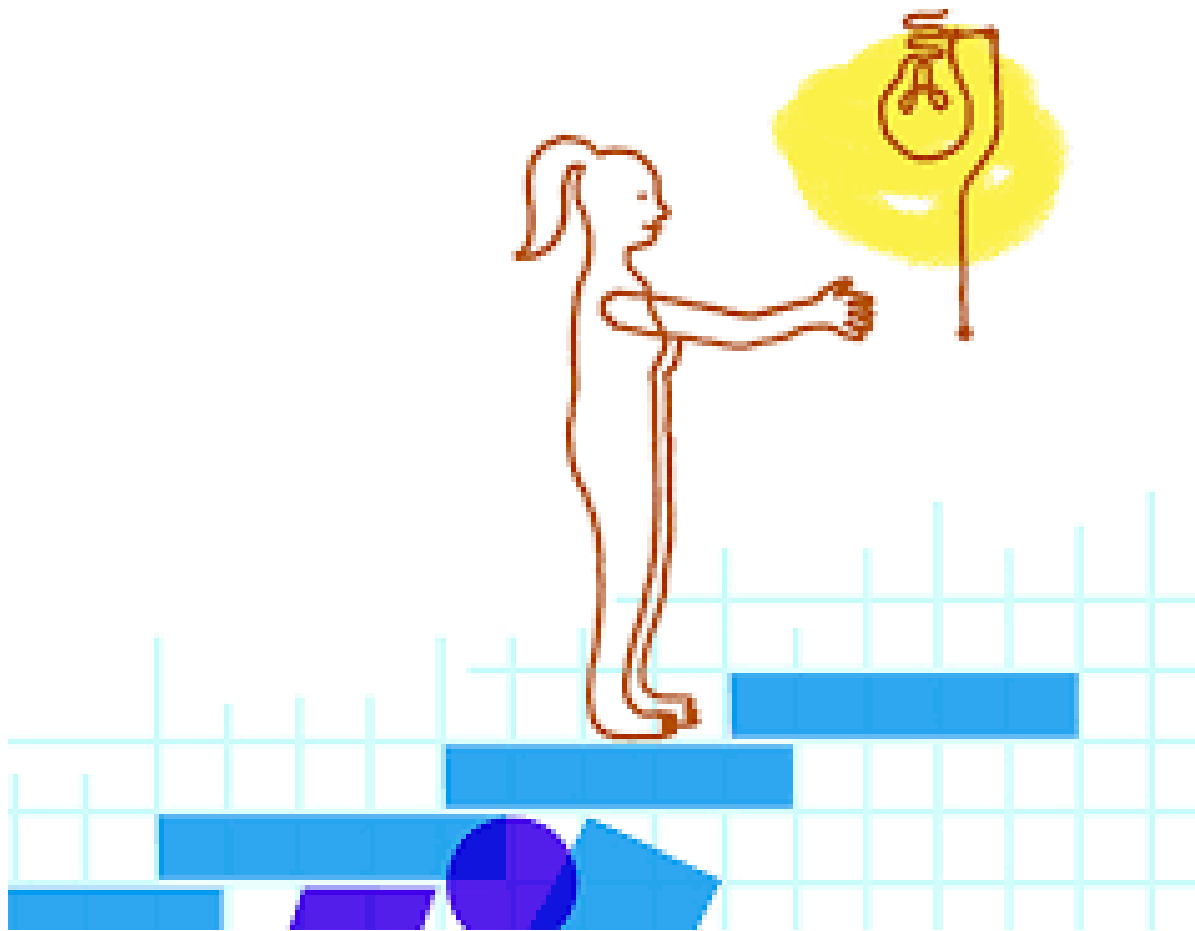
Feedback Is Your Elevator To Success

The Virtuous Circle of Improvement and Growth





**ACTIONABLE
FEEDBACK
LEADS TO
BETTER
IDEATION AND
ALLOWS THE
CREATIVE TEAM
TO WORK MORE
EFFICIENTLY**



TIPS

TIPS TO PROVIDE THE BEST POSSIBLE FEEDBACK

1. GET
EVERYONE
ON THE SAME
PAGE

**THE WORK WAS NOT CREATED IN A
VACUUM**

**IT WAS CREATED FROM A BRIEF OR
MESSAGE STRATEGY**

**MAKE SURE TO REVIEW THAT
DOCUMENT. IT IS, AFTER
ALL, THE FOUNDATION
YOU'LL NEED TO DETERMINE
IF THE WORK IS WORKING.**

2. IT'S NOT ABOUT YOU

- ❖ **PUT YOURSELF IN THE CUSTOMERS' SHOES**
- ❖ **WHAT WOULD THEY THINK?**
- ❖ **SOMETIMES IT'S EASY TO DO AND SOMETIMES IT'S A STRETCH**
- ❖ **THE MOST IMPORTANT THING IS TO MAKE THE EFFORT**

3. LET THE WORK SINK IN

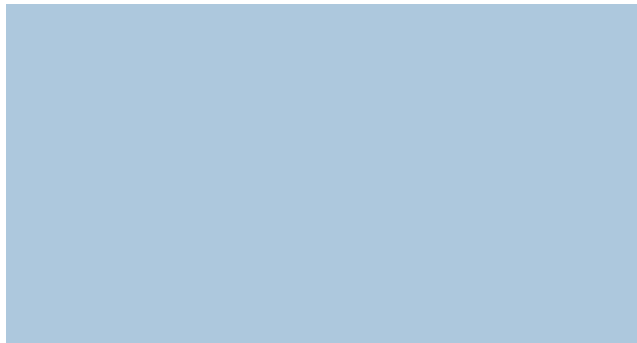
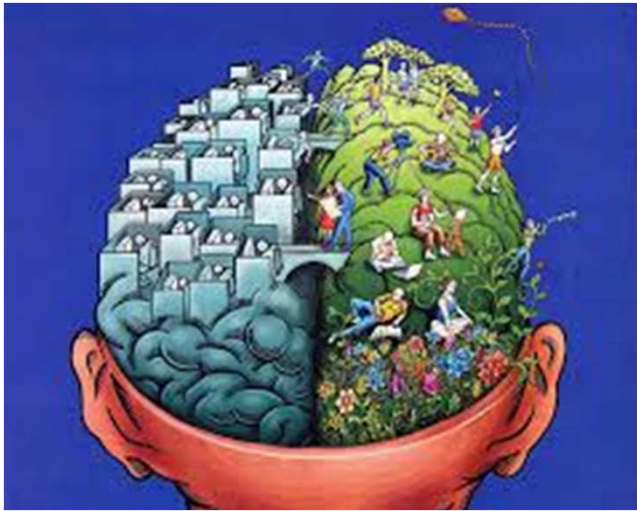
**DON'T DISMISS AN IDEA
TOO FAST. LIKEWISE,
DON'T FALL IN LOVE TOO
FAST. INSTEAD, ENGAGE
IN CONVERSATION
ABOUT THE IDEAS.
OFTENTIMES YOU WILL
DISCOVER SOMETHING
YOU MISSED.**

4. THINK BIG PICTURE FIRST

**INITIAL REACTIONS TO
PROJECTS TEND TO DRIFT
TOWARD THE DETAILS**

**IT'S FINE TO PICK UP ON
SUBTLETIES—AND
EVENTUALLY YOU'LL DIVE
IN—**

**BUT LOSING YOURSELF IN
THE DETAILS IS A WASTE IF
THE IDEA ISN'T GOING TO
MAKE IT OUT OF THE ROOM**



5. CLARIFY WHAT YOUR FEEDBACK IS ABOUT: IDEA OR EXECUTION

IS IT THE IDEA OR THE CONCEPT THAT'S DRIVING THE WORK, OR THE DETAILS AND PROCESSES THAT BRING THE WORK TO LIFE?

6. BE HONEST.

**SHARE YOUR THOUGHTS IN
THEIR ENTIRETY WITHOUT
WORRYING ABOUT STEPPING
ON TOES (OR EGOS)**

**DELIVERING HONEST
FEEDBACK SOONER RATHER
THAN LATER ALLOWS THE
CREATIVE TEAM TO SOLVE ANY
PROBLEMS AND GUIDE THE
IDEA IN THE RIGHT DIRECTION**

7. WHEN
GIVING
FEEDBACK
WATCH THE
USE OF
LANGUAGE

- Q. **HAVE YOU CONSIDERED...?"**
- Q. **"WHAT WOULD HAPPEN
IF...?"**

**IT GIVES YOU A WAY TO
ORGANIZE YOUR THOUGHTS**

**IT ACKNOWLEDGES THAT A
LOT OF THINKING HAS
ALREADY BEEN DONE AND IT
LETS YOU MAKE ACTIONABLE
SUGGESTIONS**

CONCLUSION

- ❖ **FEEDBACK IS TRICKY, AND IT'S EVEN TRICKIER FOR CREATIVE WORK**
- ❖ **BUT ASKING FOR FEEDBACK OUT OF CURIOSITY AND PROVIDING FEEDBACK BASED ON SUBJECTIVITY CAN IMPROVE BOTH THE PROCESS AND THE OUTCOMES**



APRIL 25TH 2018

SELF IMPROVEMENT