



## 3 Feedback Myths Busted

Giving feedback is a challenge for most of us. One of the biggest reasons is the myths we continue to believe about feedback. It's time to bust these feedback myths once and for all!

### Myth #1: Feedback isn't personal

**Correction:** Feedback is always personal, because it comes from our own personal perceptions, beliefs and values. When sharing feedback it is important to acknowledge this. *"Here's what I thought. What did you think?"* makes for a far more effective discussion and growth opportunity than *"I think this is so, and so it is."* Be open and aware that your perceptions will not be shared by everyone and there is often not one right perception.



### Myth #2: Good feedback = praise; bad feedback = criticism

**Correction:** Feedback is good when it is clear, actionable and effective at reaching your ultimate goal of helping to develop staff. This will require an appropriate combination of both praise and critical feedback. *"You did a great job"* or *"You did a terrible job"* does not say much. *"Your engaging storytelling during your presentation convinced 50% of people to donate. Next time, let's add one more story and aim for 60%"* is far better.



### Myth #3: Feedback should only focus on performance

**Correction:** When it comes to traditional performance reviews, it is important that your feedback be related to performance. But some of the most valuable feedback you can ever give is the kind that is not necessarily related to performance but may be unknowingly holding somebody back. This could be anything from how someone is perceived by others to poor personal hygiene to a style of communication that drives everybody else bananas. These conversations can be uncomfortable, and it takes a strong leader to engage in them. But think about it- if you were doing something that was holding you back and you didn't realize it, wouldn't you want somebody to tell you?

