



The Importance of Feedback

PhUSE EU Connect 2019

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Barbara, *Verbloemen* (to gloss over)

Diagnosed with severe ulcerative colitis at age 18, Barbara tries to find peace of mind through painting and creating ceramics.

Disclaimer



Agenda

- 1 Introduction**

- 2 What is Feedback**

- 3 Why is it Important**

- 4 How to give Effective Feedback**

- 5 Conclusion**

What is Feedback?

“Feedback is the planned and specific giving of information, often requested, with the aim of improving performance and motivation.”



What is Criticism?

“One person’s unplanned or unsolicited judgement of the actions, behavior or result of another.”



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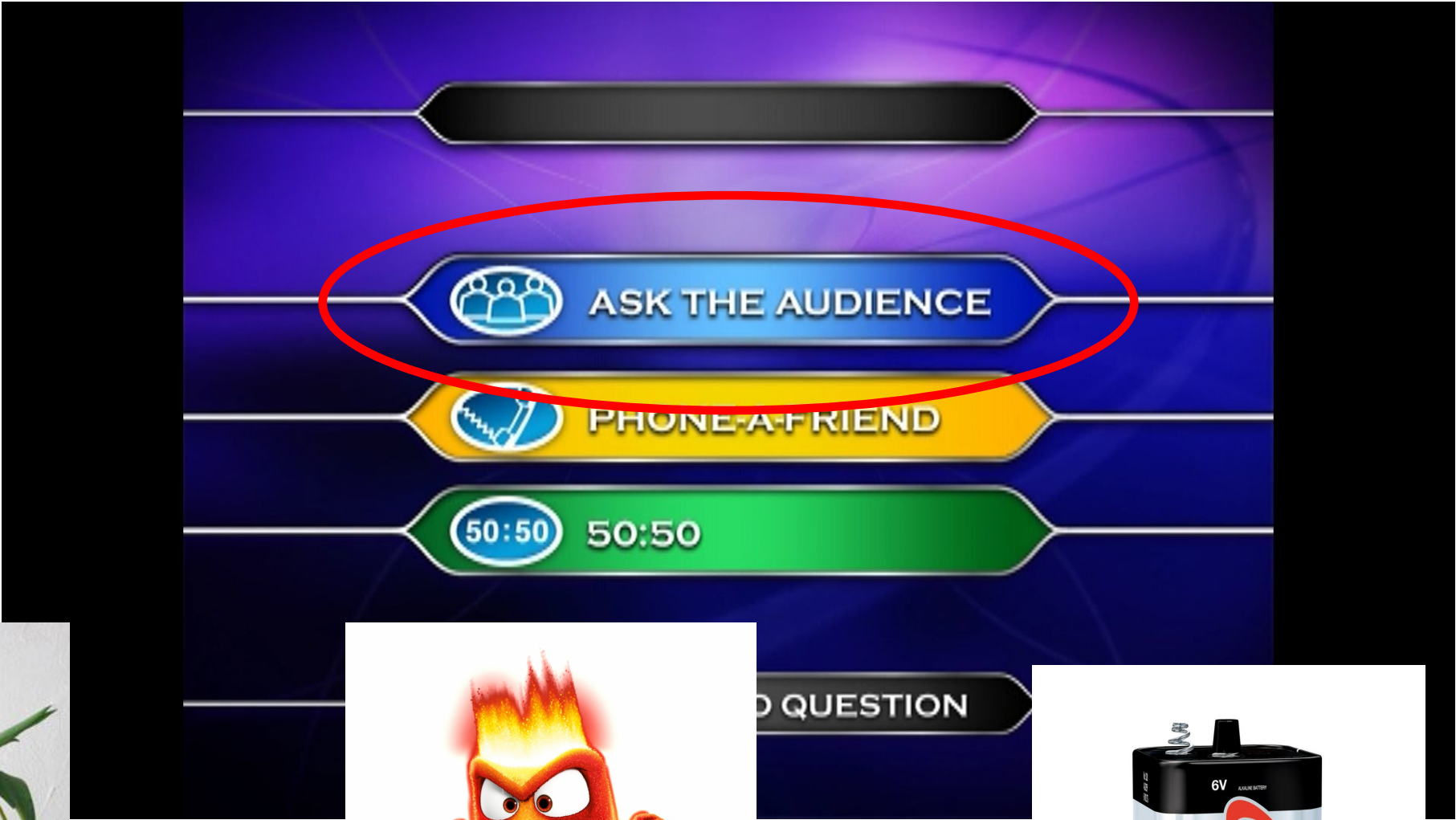


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Ask the Audience



SCARF Model of Social Threats and Rewards

Status
Certainty
Autonomy
Relatedness
Fairness



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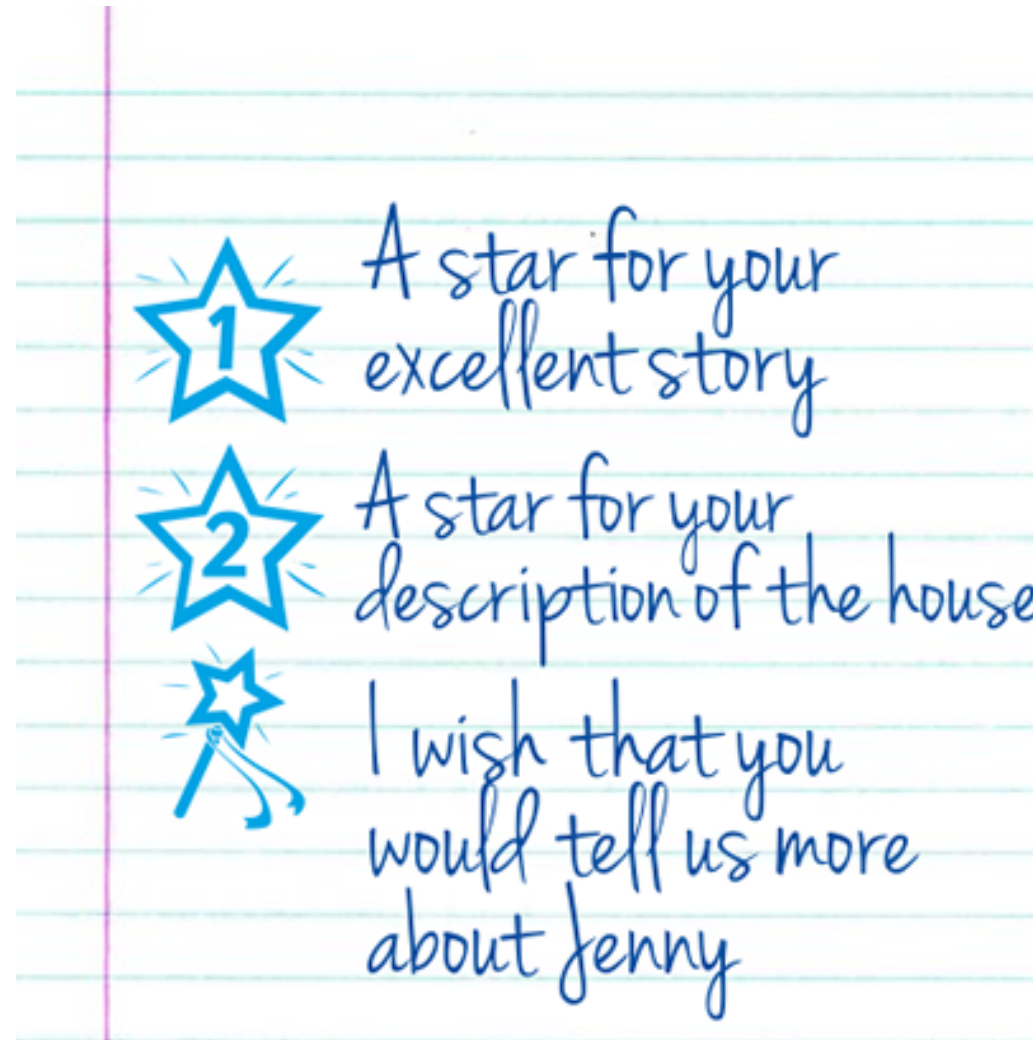
Emotional Intelligence [EQ]

**“Yes, I think I have good people skills.
What kind of idiot question is that?”**



Positive Intent

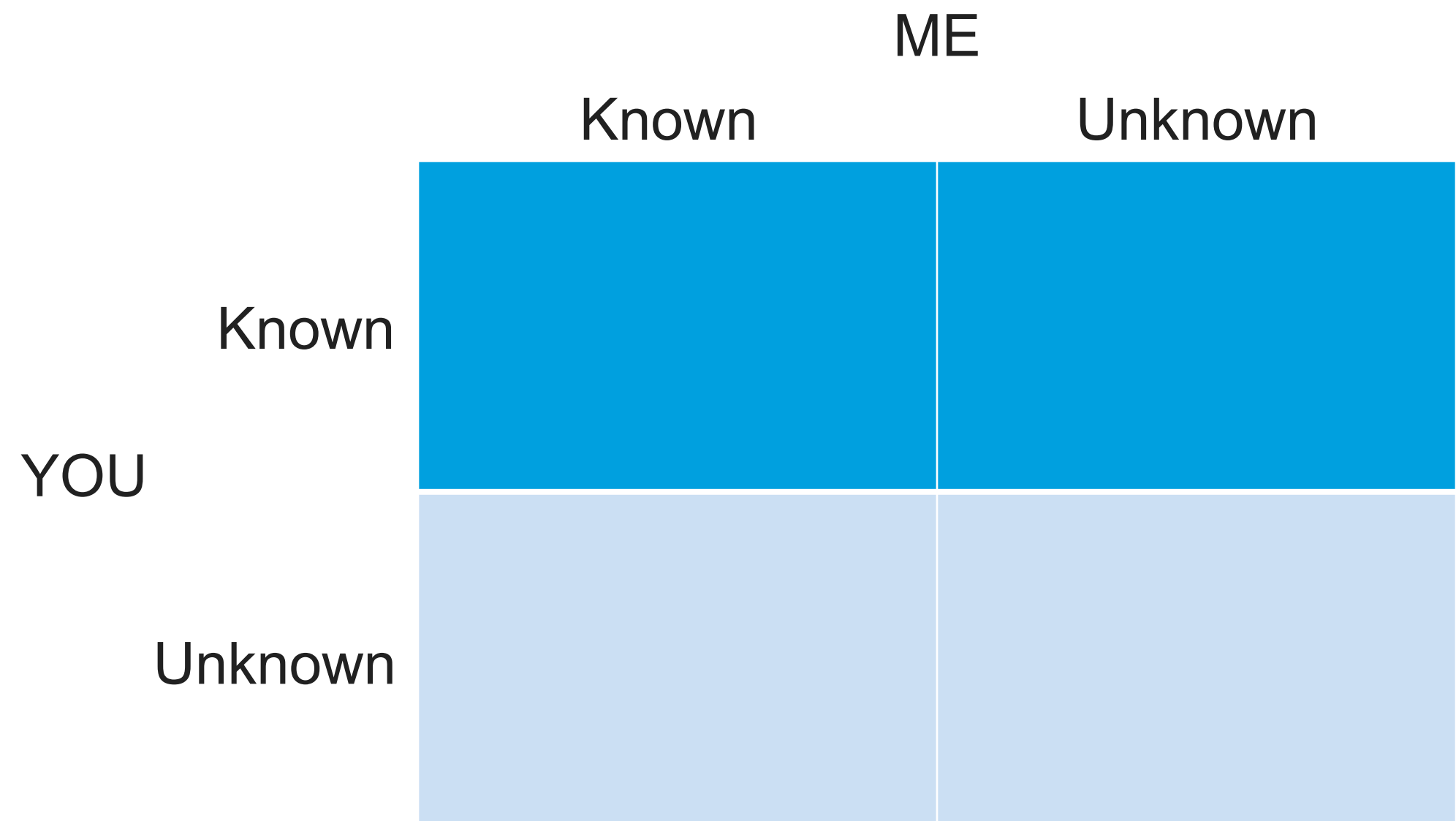
“People don’t care what you know until they know that you care.”



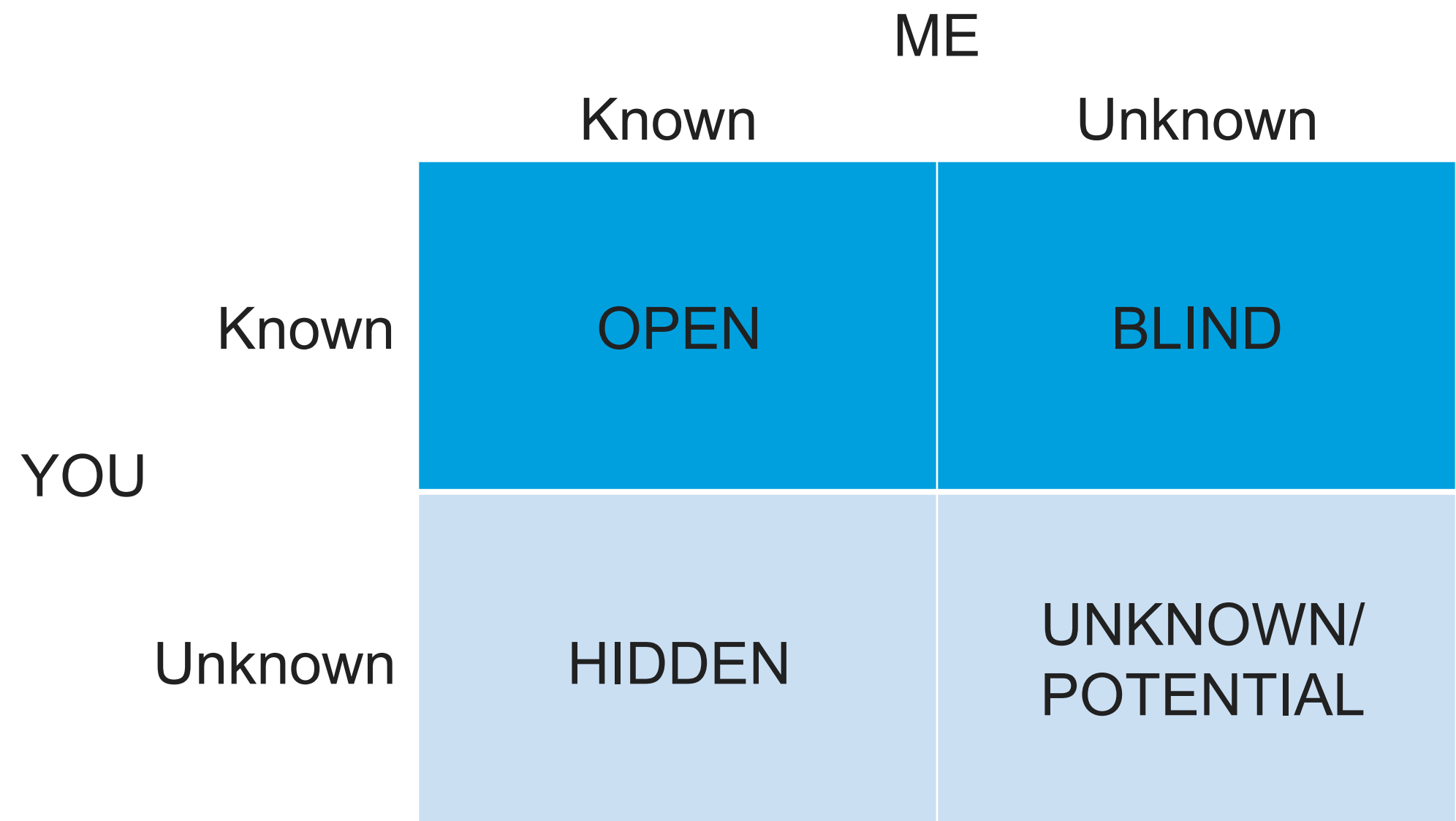
The Johari Window



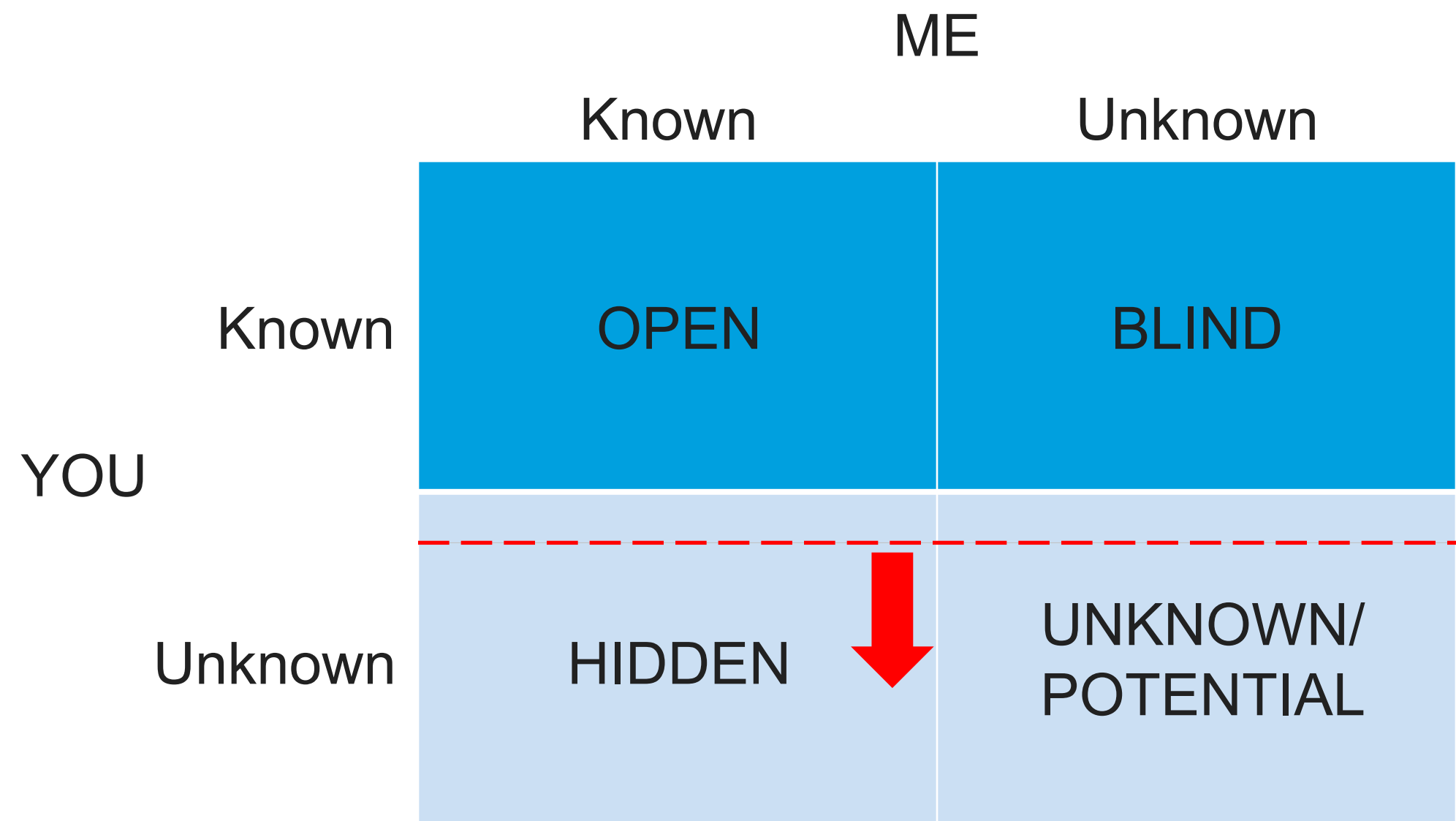
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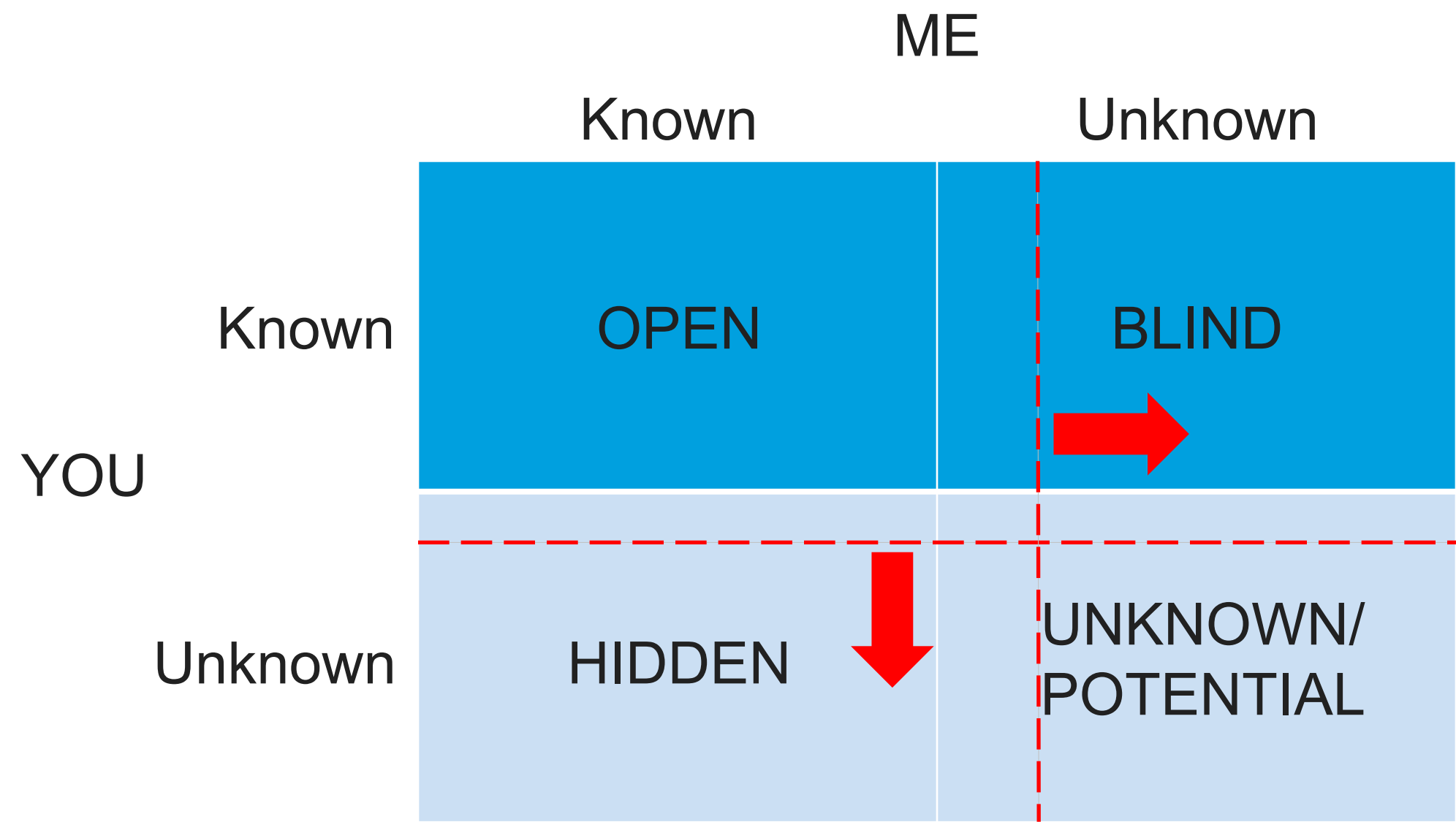
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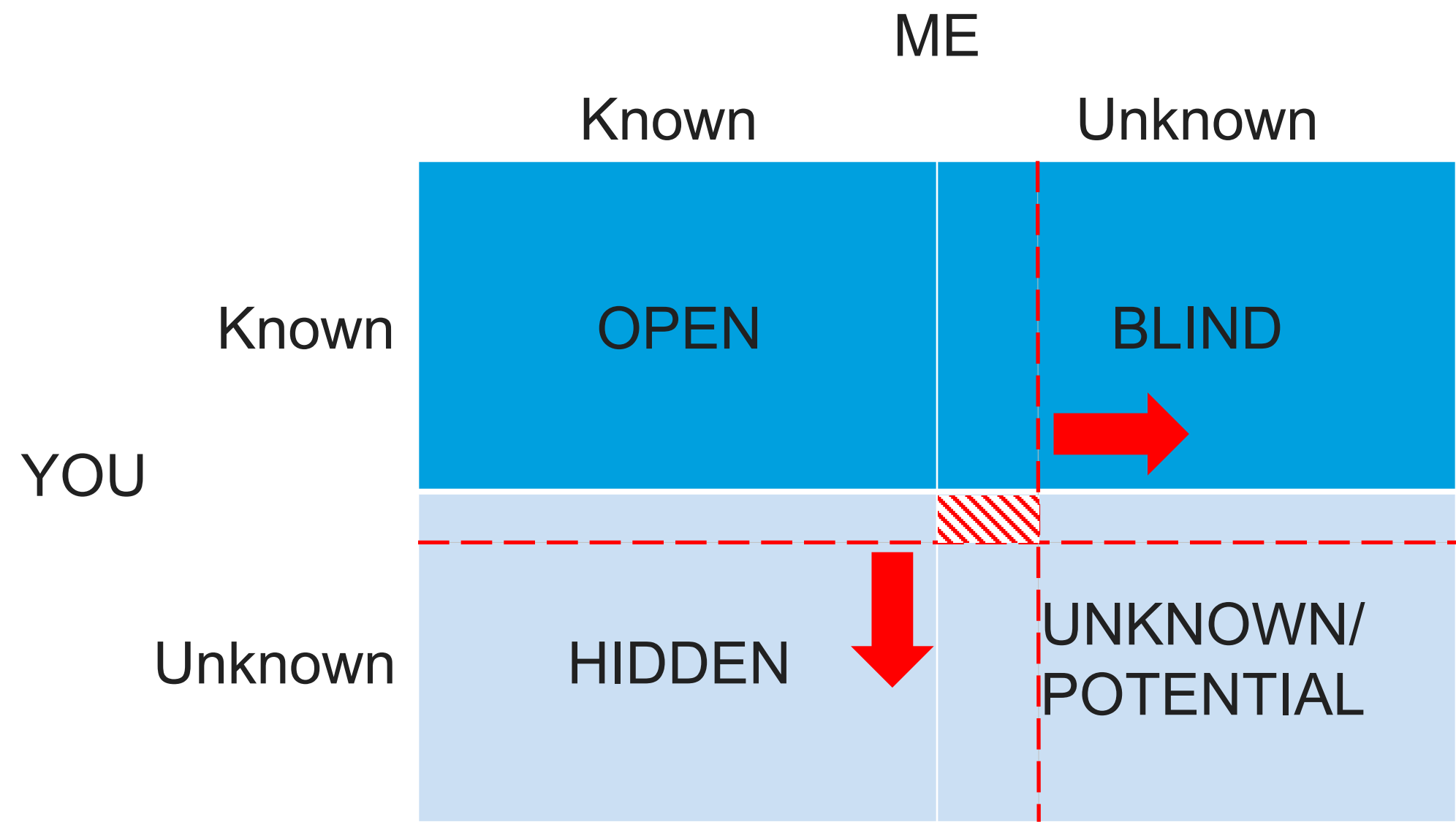
The Johari Window



The Johari Window



The Johari Window



The AID Model

Action

Impact

Development



An Example



A When you create a table without proper headings

I People will struggle to understand it, even if it is simple

D Could you add this to your checklist of things to look out for in future?

Another Example?



A<insert action here>...

I<insert impact here>...

D<insert development here>...

Development Needs to be..



Specific
target a specific area
for improvement



Measurable
quantify, or at least
suggest, an indicator of
progress



Assignable
specify who will
do it



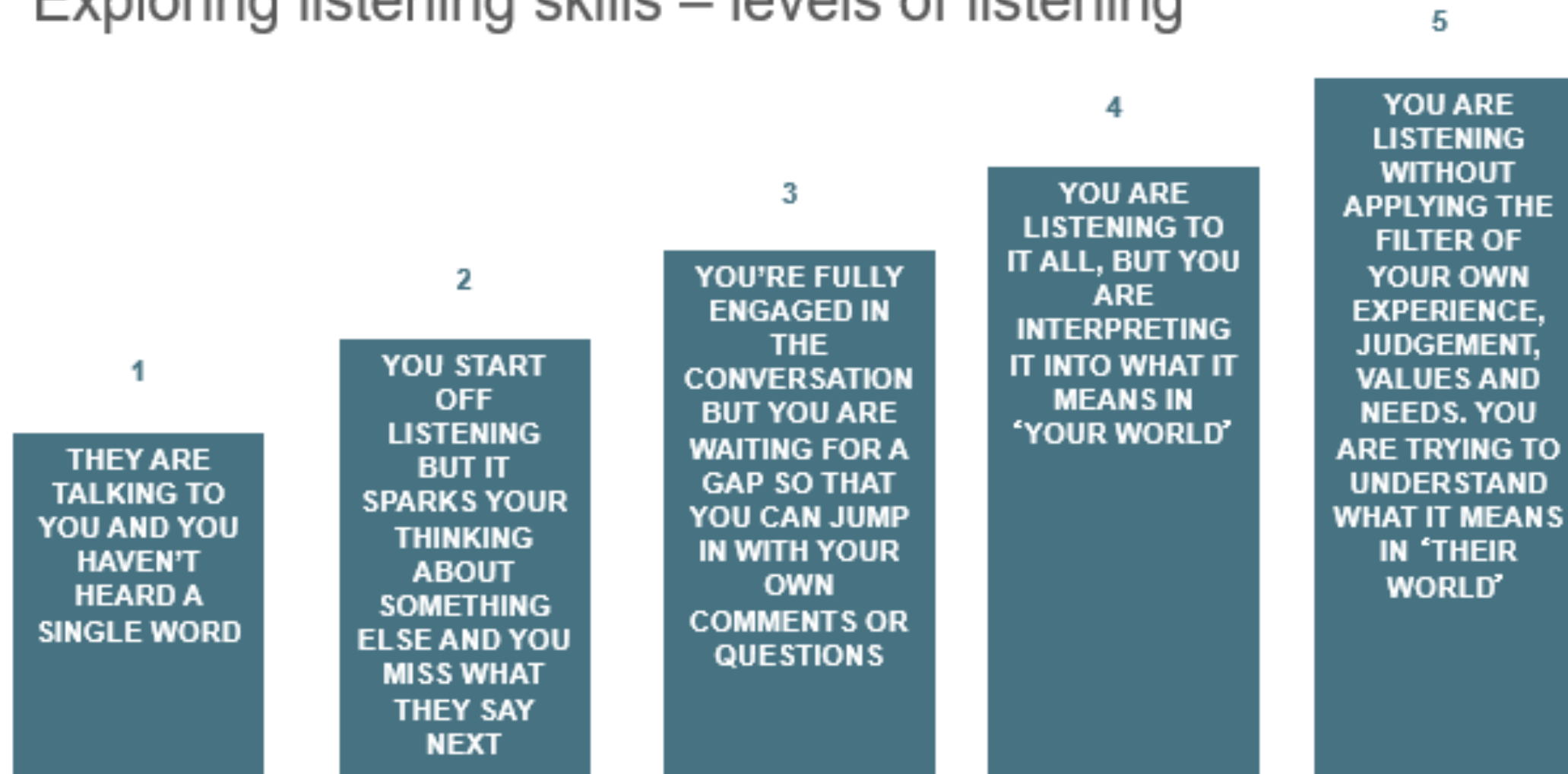
Realistic
state what results can
realistically be achieved
given available resources



Time-related
specify when the
result can be
achieved

Active Listening

Exploring listening skills – levels of listening



Conclusion

**Feedback is
important**



How can you Structure Feedback

Action
Impact
Development





**Creating a future where
disease is a thing of the past**



PHARMACEUTICAL COMPANIES OF *Johnson & Johnson*