

Feedback Cheat Sheet



Receiving Feedback

- Set out your intentions or your creative goals before you ask for feedback
- Be specific about the type of feedback you would like
- Say thank you
- Pause before you react to the feedback – when someone offers you any criticism of your work however constructive your inner chimp will be activated, a little distance can help
- Ask questions about the feedback to understand better what they mean
- Be prepared to ignore feedback that is unhelpful or from someone who hasn't understood your intention
- Focus on the enjoyment of the process rather than the outcome
- If appropriate follow up or share future work to understand if there is improvement
- Remember everyone starts somewhere EVERYONE!

Giving Feedback

- Make sure you understand the intentions of the work
- Ask what kind of feedback the person would like, especially if the work is finished, published, released, sold
- Take being asked as a huge compliment
- If you have ideas use phrases like 'an idea to consider could include X' rather than 'you need to do X'
- Don't be too critical or negative – find something to praise
- Avoid 'I' statements, depersonalise any critique by using phrases like 'some people might say it is xx'
- Acknowledge the effort and bravery in sharing
- If you love it, tell 'em
- If you can see improvement, tell 'em