

PART – A

EMPLOYABILITY SKILLS

Unit – 1 Communication Skills

Session 2 : Feedback

Feedback –

The observation of the receiver's response is called **feedback**. Feedback is a system where the reaction or response of the receiver reaches to the sender after he has described the message.



*We all need people who give us feedback. That's
how we improve. – Bill Gates*

Importance of Feedback

- ❖ It completes the whole process of communication and makes it continuous.

- ❖ It sustains communication process
- ❖ It makes one know if one is really communicating or making sense
- ❖ It is a basis for measuring the effectiveness of communication
- ❖ It is a good basis for planning on what next to be done especially statistical report
- ❖ Communication will be useless without feedback
- ❖ Feedback paves way for new idea generation
- ❖ **Basis of problem-solving:** In two-way communication, feedback is compulsory. The sender can only justify the attitude of the receiver if the feedback is provided. So, feedback 'ensures the basis of problem-solving.
- ❖ **Democratic approach:** It is a democratic approach to communication. It involves the participation of the receiver and therefore provides scope to express an opinion.
- ❖ **Effective communication:** Two-way communication gets confirmed that the message is rightly sent and can understand the success or failure of communication.

- ❖ **Identification of Improvement Area:** Feedback gives input to the sender regarding the message provided by him. This helps to improve the communication problem.
- ❖ **Better understanding:** Feedback helps to understand the view and opinion of the receiver. With better understanding, the sender decides for the next step.

Features of Effective Feedback

Effective feedback must be specific, timely, meaningful and straightforward.

- Goal-oriented – feedback should remind people of their goals and help them on the path to achieving them.
- Future-oriented – the feedback should not harp on that which has already happened. Rather, it should focus on the future.
- Friendly – an encouraging, positive tone will go far in helping to accept our feedback and apply it to future work.

Specific and Non-Specific Feedback

- ✚ Specific Feedback – pinpoints what the person has/has not done well.
 - ❖ I like the way you described your grandpa. It makes me feel like I know him too.

❖ I like the ending. It was different than I expected.

+ Non-Specific Feedback

❖ “Good job!”

❖ “You did great”

❖ I like the part where you fell. It made me laugh.