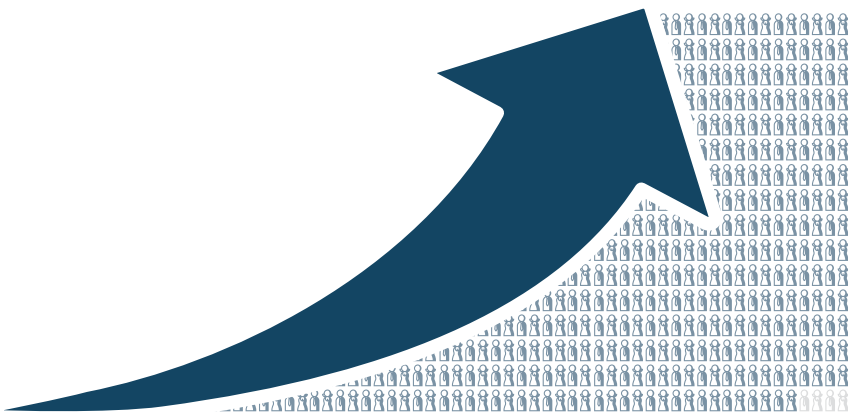


DITCH THE FEEDBACK SANDWICH

Giving someone difficult feedback can be intimidating so we tend to sandwich it between two positive comments. Well, as it turns out, our research shows employees are **11 times more likely to prefer corrective feedback** over positive feedback.

Here's why you just need to give it to them straight...

96% OF EMPLOYEES AGREE THAT CORRECTIVE FEEDBACK IMPROVES PERFORMANCE



GIVING CORRECTIVE FEEDBACK SHOULDN'T BE SO DAUNTING, BUT IT IS.

Since we know that people want the corrective feedback, the challenge is to help people understand how to deliver it effectively. When delivered with skill, feedback is a powerful tool for organizations and employees. Being clear and direct with corrective feedback will promote specific, positive change and clearer understanding of expectations. Zenger Folkman's *Elevating Feedback*™ workshop provides a framework that can enable employees at all levels of an organization to deliver difficult feedback well.

ZENGERFOLKMAN.COM/ELEVATING-FEEDBACK



72% OF EMPLOYEES SAID THEIR MANAGER WOULD BE MORE INFLUENTIAL BY GIVING CORRECTIVE FEEDBACK WHEN MISTAKES ARE MADE



ONLY 12% OF EMPLOYEES REPORTED TO BE SURPRISED WHEN GIVEN CORRECTIVE FEEDBACK WHICH MEANS 88% OF EMPLOYEES ARE NOT SUPRISED WHEN GIVEN CORRECTIVE FEEDBACK



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