



Business Communication (HS-218)

Week 3 (Recorded Lecture 1)

ASMARA SHAFQAT

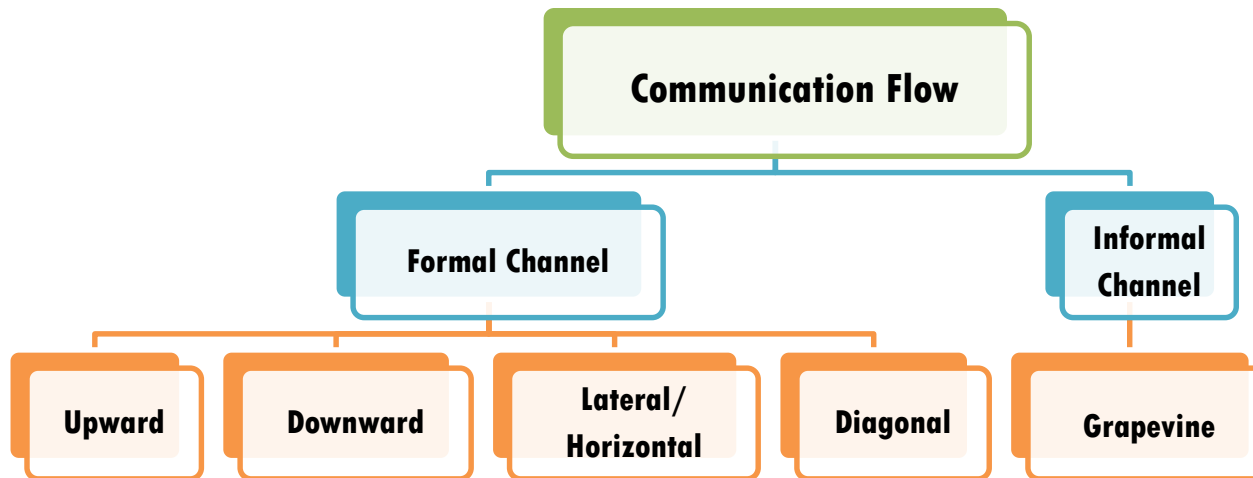
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Principles of Communication *Channels of Communication*

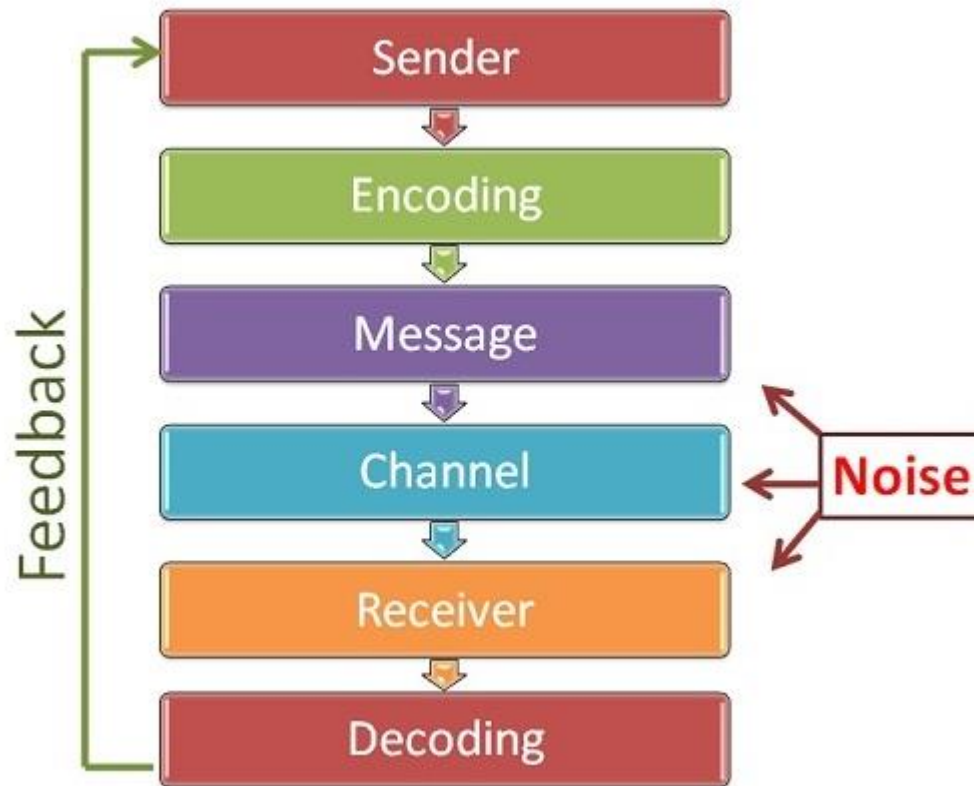


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Process of Communication



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Feedback

Feedback represents resources that inform individuals in the work environment about how well they have attained both their own and the organization's goals and targets (Ashford & Cummings, 1983)

Feedback is a way to inform the employees about what they need to self-assess and how to improve their performance (Morrison & Bies, 1991)



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Situations which require giving Constructive Feedback



- Ongoing performance discussions
- Providing specific performance pointers
- Following up on coaching discussions
- Giving corrective guidance
- Letting someone know the consequences of their behavior

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Some clues where Constructive Feedback is needed



- Someone asks for your opinion about how they are doing
- when any unresolved problems persist
- when Errors occur again and again
- when an employee's performance doesn't meet expectations
- when a peer's or colleague's work habits disturb you

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Importance of Feedback



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Why Feedback?



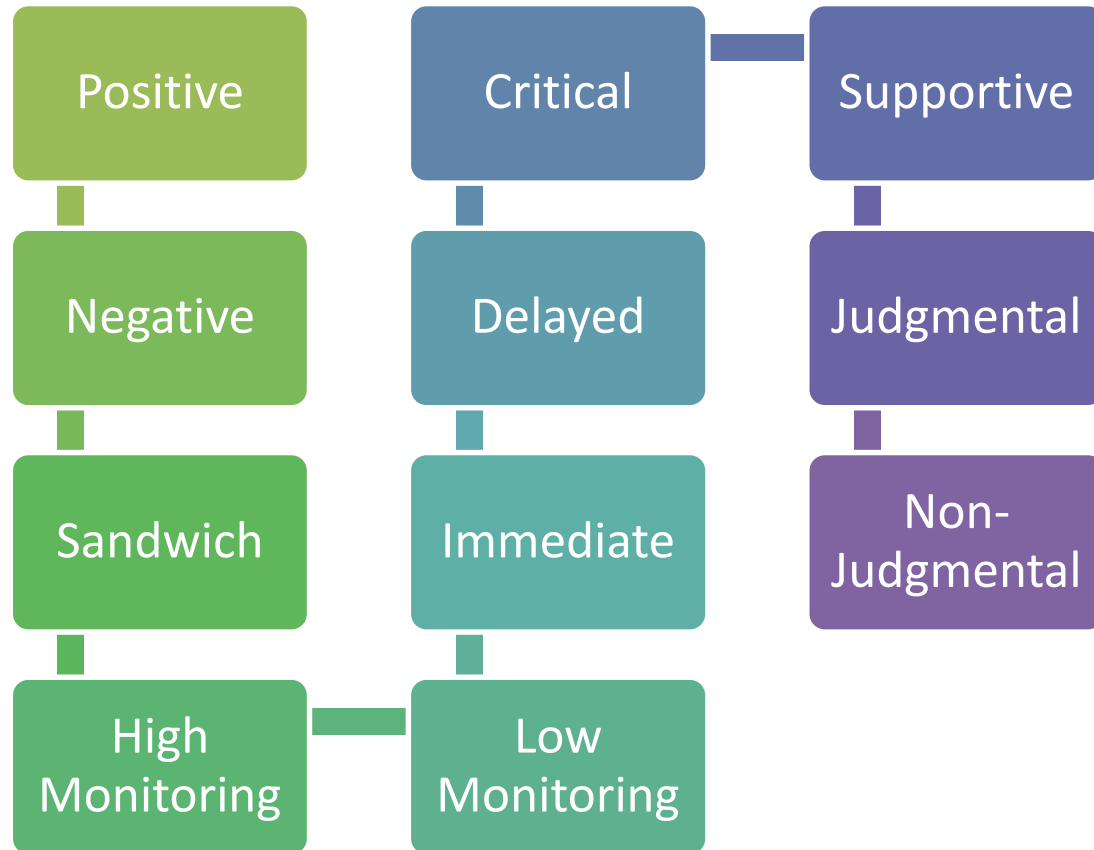
1. It completes the communication
2. Helps in measuring the effectiveness of communication
3. Helps to understand the receiver's view and opinion
4. Helps in making correct decisions
5. Helps in making a proper coordination between different departments
6. Helps in improving the relationship between the employees, CEO, managers, and top level officials working together in organization

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Types of Feedback



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Positive feedback works on the premise of building on a person's strengths. It tells an employee what he is doing well and praises him for good performance.

If you tell a person what he is doing well, that person will likely repeat the behavior to secure continued approval.

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Negative feedback is the process of pointing out what someone is doing poorly and telling him how to change it.

It can also involve telling a person that the attitude he/she is displaying is inappropriate or that certain behaviors and habits are causing problems.

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Sandwich Feedback

The sandwich method of feedback suggests that managers sandwich negative comment between two pieces of positive feedback.

Example: *"I noticed you did quite a good job with your last report. I must say I'm impressed and glad you are taking this assignment seriously."*

Positive

"But I've noticed a couple of mistakes in the data that could confuse the client. I don't want them to think that we're not careful enough. It would be best to review the work twice before sending it. What do you think?"

Constructive Negative

"I do not doubt that your next report will be par-excellence. I've always known you were a true professional, and honestly our conversation today just confirmed it for me."

Positive

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Benefits of Sandwich Feedback



It makes it easier for managers to deliver criticism

It can help avoid employee frustration or aggression

It's constructive

It softens the blow, making the employee more willing to listen to the feedback

It can defuse a tense situation

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Low-Monitoring Feedback

Feedback is spontaneous and totally honest reaction.

In most interpersonal situations, you probably give feedback spontaneously; you allow your responses to show without any monitoring.

For example: After lunch, your colleague asks you, was the food fresh at cafeteria today?

Or

Is my attire appropriate for today's meeting?

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It is the carefully constructed response designed to serve a specific purpose.

For example, you may be more guarded, as when your boss asks you: How do you like your job?

Or someone at office asks you, what will you like to have in lunch today?

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In interpersonal situations, feedback is often sent immediately after the message is received.

For Example: You smile or say something in response almost simultaneously with receiving the message.

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In other interpersonal situations, feedback is often delayed which hinders progress of an individual.

For Example : Instructor evaluation questionnaires completed at the end of a course and you provide feedback long after the class began.

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**Critical feedback is evaluative; it's judgmental.
When you give critical feedback (whether positive or negative), you judge another's performance.**

*For Example: Coaching someone learning a new skill.
Or during presentation, teacher critically analyzing the performance of an individual and providing feedback after its done.*

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Supportive feedback accepts the speaker and what the speaker says.

For Example, when you console another individual or encourage him or her to talk or respond in a meeting.

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Judgmental feedback is typically more harmful than non-judgmental feedback when it comes to the workplace, especially if people are working on creative endeavors.

Most of the judgments we make are on a more personal level rather than deciding if our lives are at stake.

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A non-judgmental feedback with communication begins by being more mindful of how you behave.

For example: Putting yourself into the shoes of others and providing feedback.

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Any Questions?



If you have any questions regarding this Part Of Recorded Lecture i.e. “Feedback and its types”, you can ask in the live session starting at your scheduled live session timings.

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Thank you

