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## **Unit 401: Effective communication in business**

### **Handout 15: Using feedback to develop communication skills**

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Purposes of feedback within a business communication setting are to:

- confirm that the message was understood
- determine whether the message was misunderstood
- confirm the clarity of the message
- enable clarification of the message
- confirm the content of the message
- give a view on the effectiveness of the communicator
- give a view on the effectiveness of the communication
- give a view on the effectiveness of the message (communication content)
- highlight issues for personal development
- determine future communication channels
- determine communication strategy effectiveness
- determine communication strategy changes
- determine communication strategy requirements (if not already in place).