
Unit 401: Effective communication in business

Handout 14: Evaluation of feedback methods for successful communications

Feedback:

- is the action that completes the communication cycle
- sustains the communication process
- is the basis for measuring the **effectiveness** of communication.

Common types of feedback in communication

Feedback method	Description
One-to-one	<ul style="list-style-type: none">• May be continuous throughout the communication, may follow immediately after the communication or could take place some time after the communication• Is an integral component of active listening and the Communication cycle• May take a different form (channel) from the original communication (i.e. a written response to a verbal conversation)
Surveys and questionnaires	<ul style="list-style-type: none">• Frequently used following a one-to-many communication• Tends not to give an immediate response• Anonymity may determine the level of honesty in the feedback
Samples	<ul style="list-style-type: none">• Where the one-to-many communication is too complex or numerous to include all the recipients in the feedback• Careful sampling is needed to ensure removal of bias
Focus groups	<ul style="list-style-type: none">• Designed to be a representative sub-set of a specific group• Frequently used in marketing-related situations
Independent observers	<ul style="list-style-type: none">• Frequently used for personal professional development (PPD) and in other training situations
Consequential	<ul style="list-style-type: none">• The feedback is the actual result or effect(s) of the communication• Actions that took place directly pertaining to the communication

Note: some element of expertise is often considered a requirement for meaningful feedback to take place.