



Feedback Sheet

- 1. Feedback is a gift:** the recipient can do with it what she or he pleases. It's not an order nor a decision.
- 2. Use „I“-messages:** Feedback is not a judgement. You are feeding back what you perceive. As a recipient „I“-messages are so much easier to accept and better to work with.
- 3. Strengthen the idea with green feedback:** „I really like this.“, „You really got me with ...“, „I am totally convinced that this way is promising.“ „I think you should push forward and go in more depth on this.“ „I am totally backing you and hope you stick to x without any hesitation.“
- 4. Help improve the idea with red feedback:** „I don't understand this. Why don't you look into x deeper, or talk to expert y. She has in-depth knowhow.“ „In my experience your risking to drive off that cliff. I would try to combine your x with y? Etc.“

Group/Name:

Observation Notes (-> form and content)

Hook: What's the origin of the idea? Why should I bother, why should I be interested?

Need: What are the customer's needs? What is the current customer experience?

Approach: How do you intend to fulfill the customer's needs? What will the new customer experience be like?

Benefit: What's the benefit for the customer? What's the benefit for us?

Competition: What are alternatives (versus this approach)? How else could the customer fulfill his/her needs? How will this approach help us deal with the choices a customer has?

Close: What do you think of the proposed way to go forward?

Explain: Why would you support the proposed idea and the way forward, why not?