

Forward Velocity Webinar

Presented by Full Sail Partners



Agenda

1. WebEx Instructions
2. News & Calendar of Events
3. Presentation on Power of Feedback: Quality-Driven Relationships

Keep your business
on *course*.

Full Sail Partners



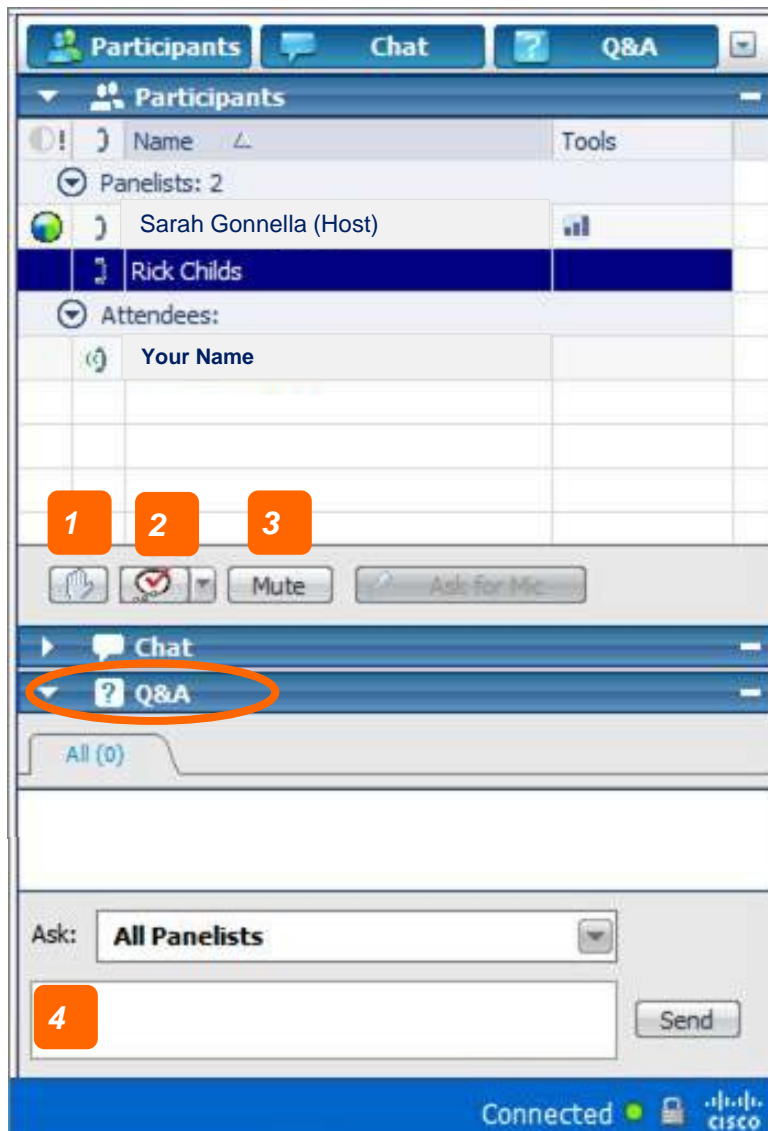
WebEx Instructions

Instructions:

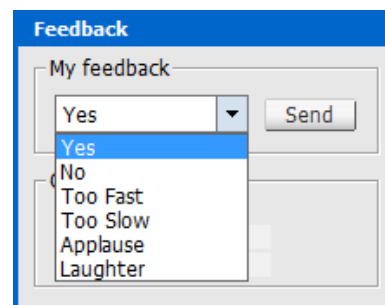
- 1. Call 1-650-479-3207**, you will be prompted to enter the meeting number, you will then be prompted to enter your attendee number, **please wait until the you have heard all of the instructions before entering your attendee number.** The meeting number and your attendee number can be found on the **info tab** of the WebEx Event Center screen.
- 2. All lines are muted upon entry into the call.**
- 3. Once you have called into the meeting, please make sure you have the phone handset symbol next to your name in the WebEx Event Center screen, Participant Panel under Attendees.** If you do not have the symbol, please hang up and call back (you do not need to exit the meeting to do so). Make sure you enter the correct attendee number when calling in, this will allow us to unmute your line should you want to ask a question during the meeting. If you are using VIOP we will not be able to unmute your line.
- 4. Event materials will be sent after event.**



WebEx Instructions



1. **Raise Hand** (be sure to click again to remove raised hand or feedback information)
2. **Feedback Tool** (use for yes/no questions or to provide the speaker feedback).



3. **Mute** (mute yourself when you need to talk to someone in your office or put the line on hold)
4. **Q&A** (Type in the Q&A dialogue box [Not Chat] to ask a question. Be sure to choose All Panelist)



News & Calendar of Events

Maximize. Grow. Plan. Evaluate.

Our Forward Velocity webinars are focused on topics to move your firm ahead of the competition and provide insight on how to take action at a rapid speed. Be in action with your business and reach full sail!

Yearly Schedule:

Maximize | January, February, March

Grow | April, May, June

Plan | July, August, September

Evaluate | October, November, December

*All events are virtual webinars held at
1:30pm ET.*



News & Calendar of Events

11/8/12 | Webinar: Power of Feedback – Quality Driven Relationships

11/28/12 | North Carolina User Group | Contact: Sarah Gonnella (Sgonella@fullsailpartners.com) for more info.

12/5/12 | Webinar: Stress Free Year End Process – Yes you can!



News & Calendar of Events

Blog Articles (www.fullsailpartners.com/FSPblog)

- Full Sail Partners and WJE Receive Deltek Project Excellence Award.
- Is Your IT Support Playing Jeopardy with Your Firm's Critical Data?
- Is Your Deltek Vision System Year End Process Stress Free?
- Hurricane Sandy is a Reminder to Take Steps to Protect Mission Critical Data.
- Vision Unleashed, Mobile Solution to Access Deltek Vision Unveiled.
- Are You Playing Poker with Your Customer Relations?



News & Calendar of Events

Did You Know?

Use Batch Billing to email draft invoices to Project Managers. You will reach Project Managers who are on the road and save paper too!

Connect with Full Sail Partners:

 LinkedIn: <http://www.linkedin.com/company/full-sail-partners>

 Twitter: <http://twitter.com/#!/reachfullsail>

 YouTube: <http://www.youtube.com/user/reachfullsail>



For more information contact:

Sarah Gonnella

Director of Marketing

888.552.5535 x102

info@fullsailpartners.com

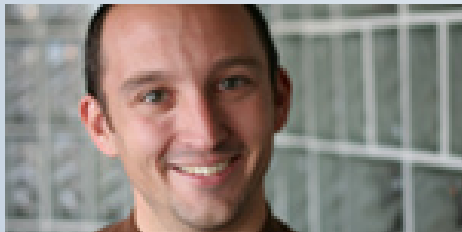
Hearing what you have to say, whether criticism or praise,
helps us provide you better information and service.

Please fill out the survey and provide your feedback.



Quality-Driven Relationships

Creating a Feedback Process to Produce Real Change in Service Delivery




Ryan Suydam

Director of Operations

clientfeedbacktool
THE POWER OF FEEDBACK

Agenda

- Client Feedback Defined
 - Overview of Feedback Systems
 - Best Practice: Process
 - Best Practice: Method
 - Using Feedback to Improve Your Team
- 

Agenda

- **Client Feedback Defined**
- Overview of Feedback Systems
- Best Practice: Process
- Best Practice: Method
- Using Feedback to Improve Your Team

Definitions

Feedback (*noun*)

....The return of an output back to the input....

Client (*noun*)

....Recipient of a service provided....

Who are YOUR clients?

Definitions

Client Feedback *(process)*

A process in which the results of a service...

as evaluated by a client...

affect the service delivery to that client...

while the service is being performed.

Re-Defined

Client Feedback (*process*)

A process in which the results of a service...

as evaluated by the service recipient...

affect the service delivery to the service recipient...

while the service is being performed.

Definitions

Client Feedback

*By definition, we should measure the service delivery,
not the product delivered.*

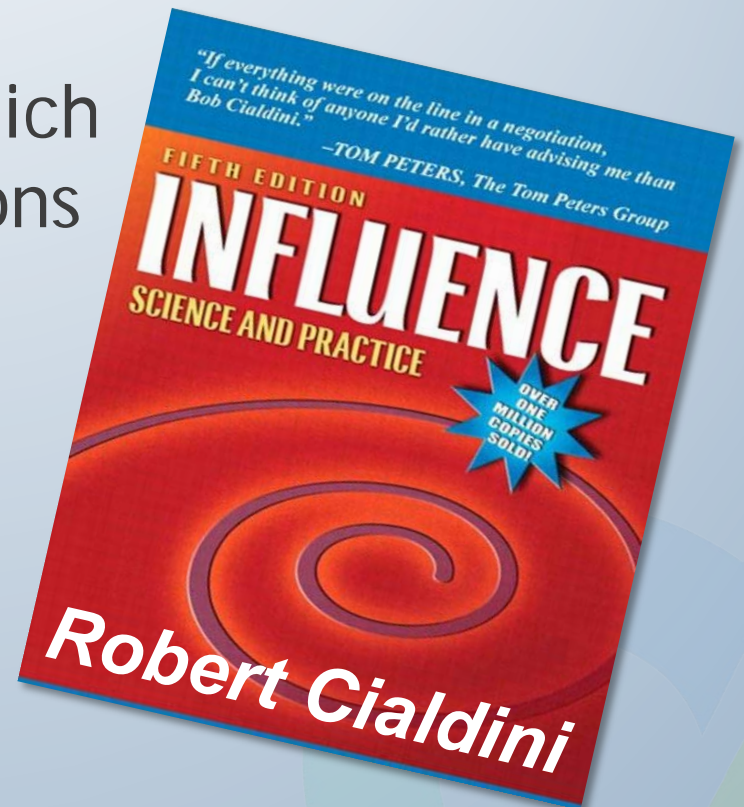
*By definition, we should make the feedback process
specifically benefit the client.*

Why Feedback Matters

- ISO 9001 Requirement
 - Sections 8.2.1, 8.5.2, 8.5.3, 5.3, 7
- You Can't Manage What You Don't Measure (*Drucker*)
- What's Measured Tends to Improve (*Hawthorne*)
- Provides Practical Benefits
 - *Quality, Risk, Bottom Line*
- Responds to Basic Human Needs
 - *Respect, Appreciation, Loyalty*

Why Feedback Matters

- Positive feedback promotes consistent behavior YOU desire
- Creates social evidence, which influences others' perceptions of your value



Agenda

- Client Feedback Defined
- **Overview of Feedback Systems**
- Best Practice: Process
- Best Practice: Method
- Using Feedback to Improve Your Team



Understanding Feedback Systems

Process *(When, Who, & Why)*

The feedback process itself should inherently provide value to the client, and needs to be designed from the clients' perspective.

Methodology *(What & How)*

Feedback tells more about the client, than about yourself. The methodology should reflect this.

Understanding Feedback Systems

Requirements & Goals

- *Objective*
- *Measurable*
- *Repeatable*
- *Easy*
- *Effective*
- *Comfortable*

Understanding Feedback Systems

Process	Advantages	Challenges
Independent Interviewer	Can act as arbitrator in challenging situations. Can be delegated to an "expert."	Time-consuming, costly, and introduces bias. Limited objective data.
Face to Face Conversation	The right people are involved. If both parties engage effectively, rapid progress occurs. Time-consuming.	Requires specialized communication skills for both parties. Limited objective data.
Phone Conversation	More efficient than face-to-face.	Subjective. Difficult conversation without observing body language.
Generic Survey	Provides data. Simple to administer centrally.	Vague and non-specific questions limit usefulness. Client doesn't perceive value.
Template-Driven Survey	Survey customized for client and project. Objective. Distributed accountability.	Shorter surveys. Most time efficient. Objective and relevant.

Understanding Feedback Systems

If you only take away one idea today:

Feedback is about
the CLIENT not
about YOU

Agenda

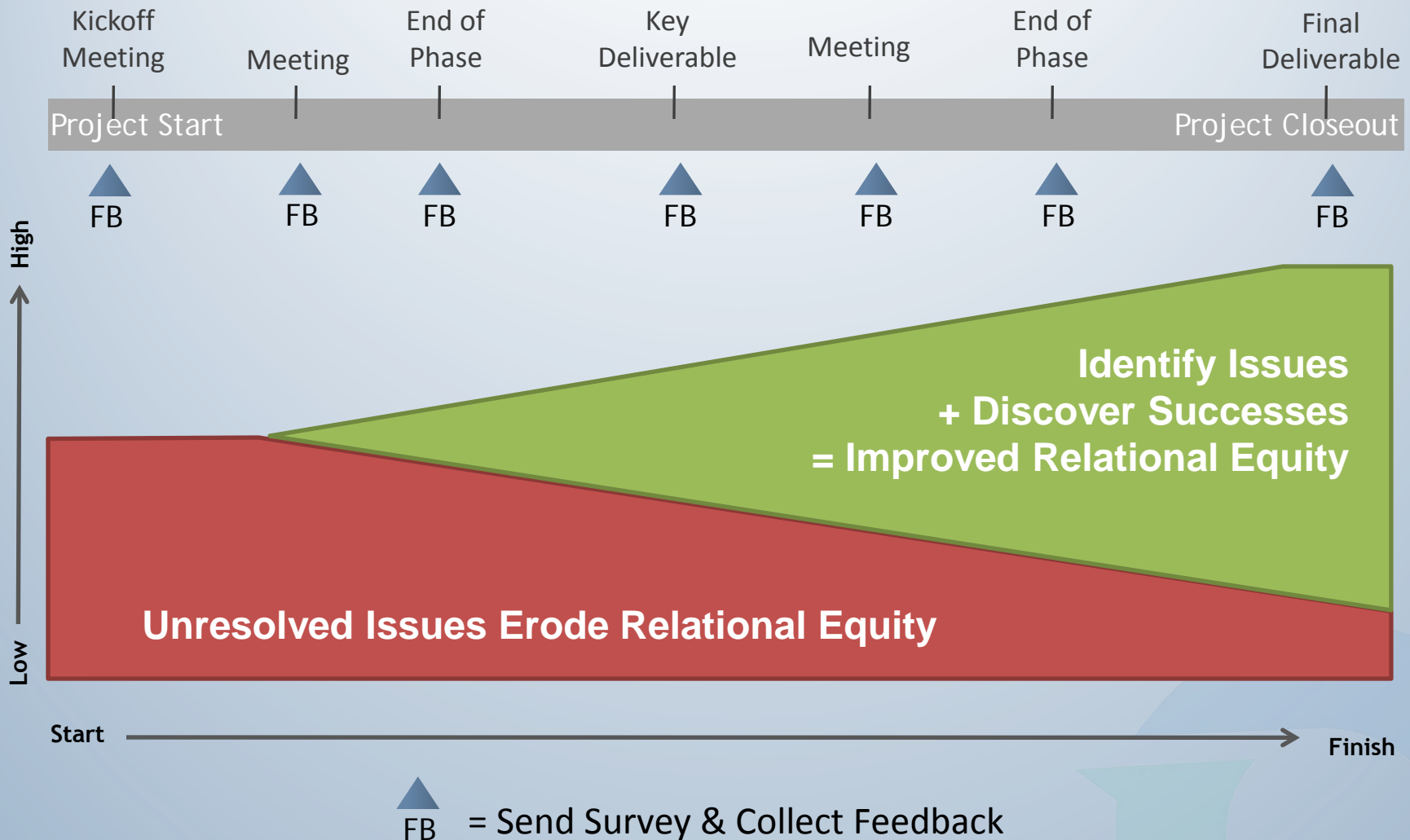
- Client Feedback Defined
- Overview of Feedback Systems
- **Best Practice: Process**
- Best Practice: Method
- Using Feedback to Improve Your Team



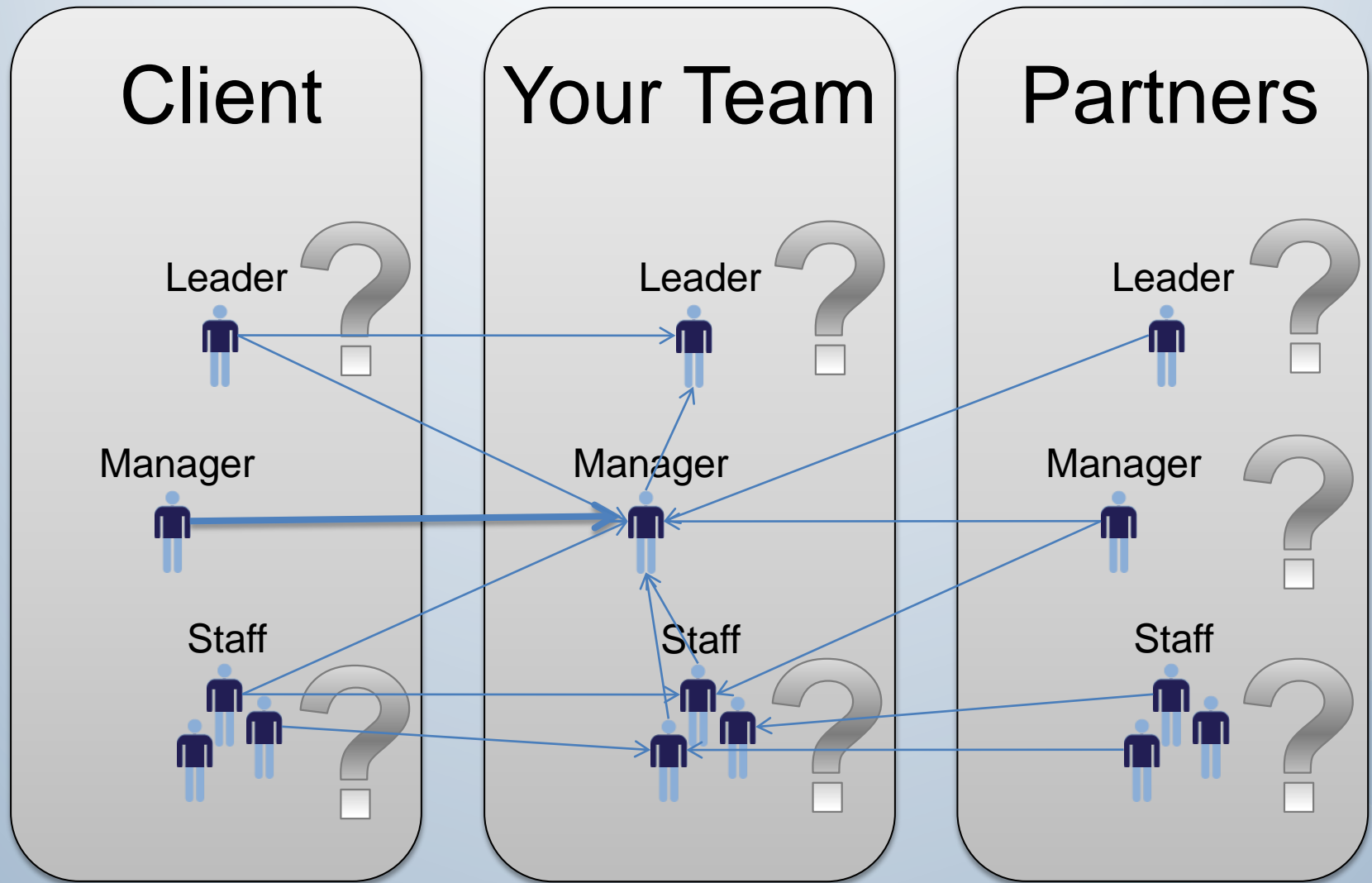
Collecting Feedback: **WHEN**



Collecting Feedback: **WHEN**

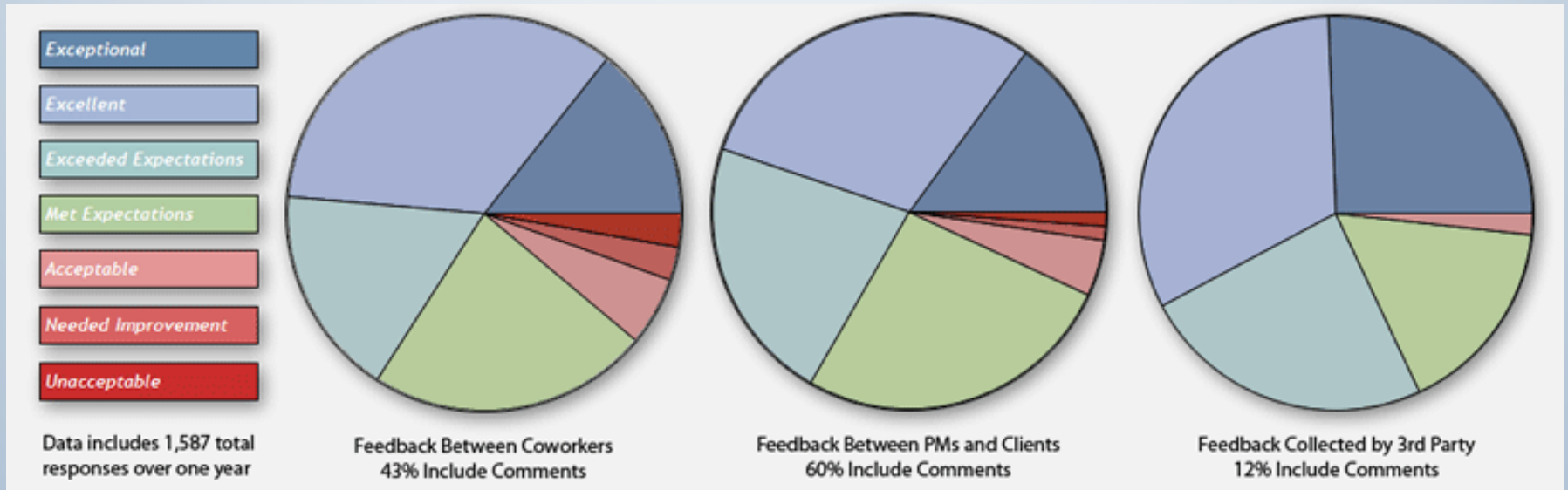


Collecting Feedback: **WHO**



Collecting Feedback: **WHO**

Myth Busted! Feedback is more “honest” when collected first-person.



Collecting Feedback: WHO & WHEN

Triggering Event	Timing	Sender	Recipient	Template #
RFP	<i>After submitting</i>	<i>RSL</i>	<i>Recipient of RFP</i>	<i>60</i>
<i>Proposal Follow-Up; used to differentiate our services and demonstrate the client care process. The prospective client should be expecting the survey, and introductory messaging will be attached to the survey invitation. Marketing may provide support and send on behalf of the RSL.</i>				
Interview	<i>After presentation</i>	<i>RSL</i>	<i>Selection Committee</i>	<i>393</i>
<i>Post Short-List Interview Feedback. Introduce feedback process as part of the interview, and set expectation that the survey will be coming. Marketing may provide support and send on behalf of RSL / presenter. Send to all attendees of the interview.</i>				
Project Plan	<i>After meeting</i>	<i>PIC - big projects PM - all others</i>	<i>Client Team, Consultants, GC</i>	<i>394</i>
<i>Project Plan. During project planning phase, identify milestones on which to collect feedback and gain commitment from the client to participate. PM or PA may send on behalf of the primary project contact.</i>				
Phases	<i>Phase Complete</i>	<i>PM</i>	<i>Deliverable Recipient</i>	<i>393</i>
<i>Multiple survey templates designed for each milestone/phase. Issue as agreed upon in the Project Plan. Identify who will be sending surveys, and on behalf of whom each should be issued.</i>				
<i>Conceptual Design</i>	<i>Issue upon issuing first draft of designs</i>			<i>99</i>
<i>Schematic Design</i>	<i>Issue after delivering initial SD, prior to final deliverable</i>			<i>395</i>
<i>Design Development</i>	<i>Issue after delivering initial DD, prior to final deliverable</i>			<i>396</i>
<i>Construction Documents</i>	<i>Issue at 60% milestone for short projects. 30/60/90% for long projects</i>			<i>398</i>
<i>Construction Documents</i>	<i>Issue at completion of Construction Documents (except if 90% was issued)</i>			<i>397</i>
<i>Construction Administration</i>	<i>Issue at 60% milestone for short projects. 30/60/90% for long projects</i>			<i>399</i>
Pricing / Bidding	<i>Pricing Delivered</i>	<i>PM or PIC</i>	<i>Client Sponsor, GC</i>	<i>397</i>
<i>Construction Documents survey - same as above. Do not duplicate if already issued after pricing based on above delivery plan.</i>				

Collecting Feedback: **WHY**

If you only take away one *other* idea today:

Ask for Feedback
Review Feedback
then
FOLLOW UP!

Collecting Feedback: **WHY**

Follow-up:

- Shows your clients respect
- Turns you into *their* expert
- Builds lasting value

When surveyed again:

“Problems” Drop 83%

Agenda

- Client Feedback Defined
- Overview of Feedback Systems
- Best Practice: Process
- **Best Practice: Method**
- Using Feedback to Improve Your Team

Collecting Feedback: **HOW**

Response Time



2 Minutes

FAST

- No more than 2 minutes
- No more than 6-8 simple questions

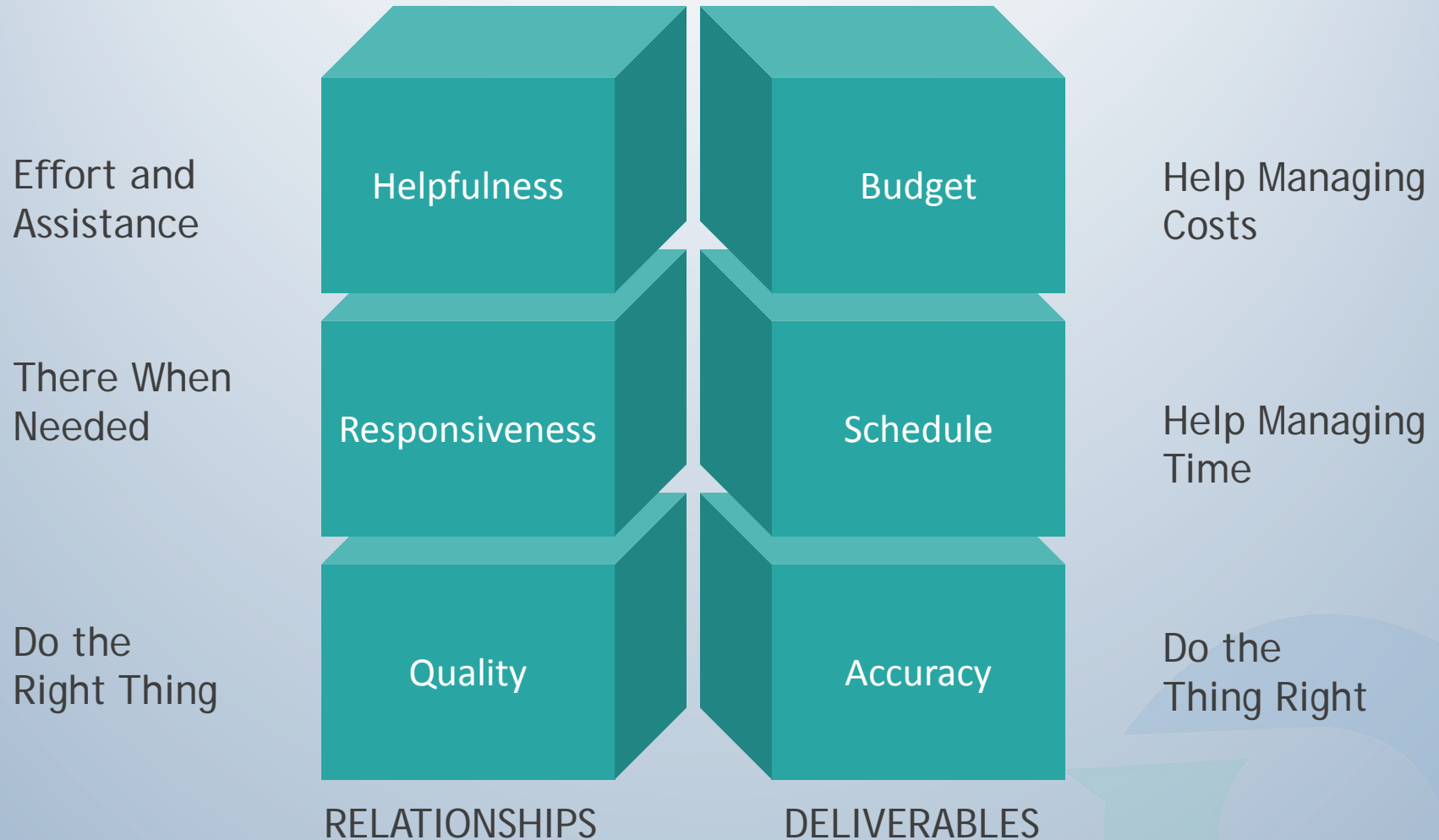
EASY

- Intuitive to use
- Keep question types the same

COMFORTABLE

- Allow for “fuzzy” answers
- Avoid negative questions
- Focus on the PROCESS not the PERSON or the PRODUCT

Collecting Feedback: Measure what Matters



Collecting Feedback: Measure Accurately

Satisfaction is EXPECTED!

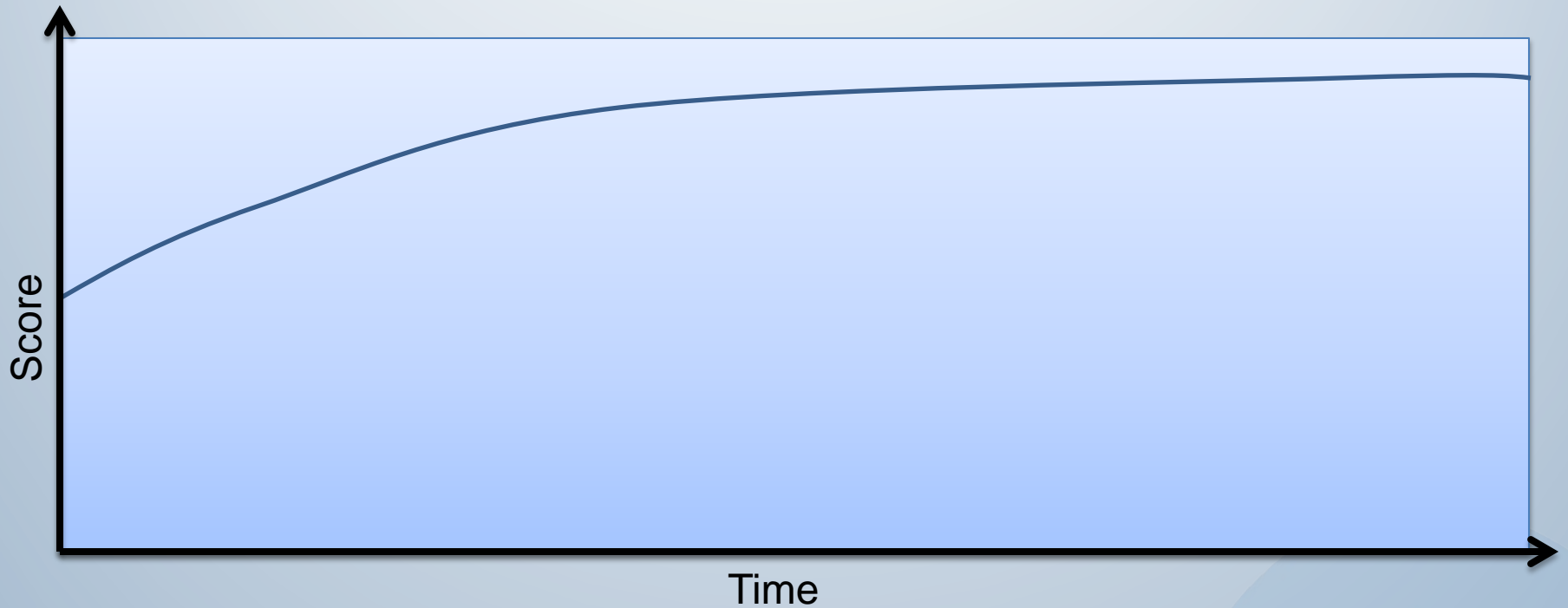
- *Very Satisfied*
- *Satisfied*
- *Neutral*
- *Unsatisfied*
- *Very Unsatisfied*

94% of results were **Very Satisfied** in service-delivery research.

Satisfaction should be the BASELINE, not the GOAL.

Collecting Feedback: Measure Accurately

Measuring satisfaction over time produces diminishing returns:



Collecting Feedback: Measure Accurately



\$12,000



\$140,000

Which car is more satisfying to drive?

Which is more likely to exceed expectations?

Which has the greatest value opportunity?

Collecting Feedback: Measure Accurately

- Feedback identifies when any gap in expectations exists (positive or negative)
- Feedback does not CREATE problems -- merely discovers pre-existing perceptions relative to expectations
- Measure expectations for continuous improvement opportunities

Collecting Feedback: Measure Accurately

Automatic Centering

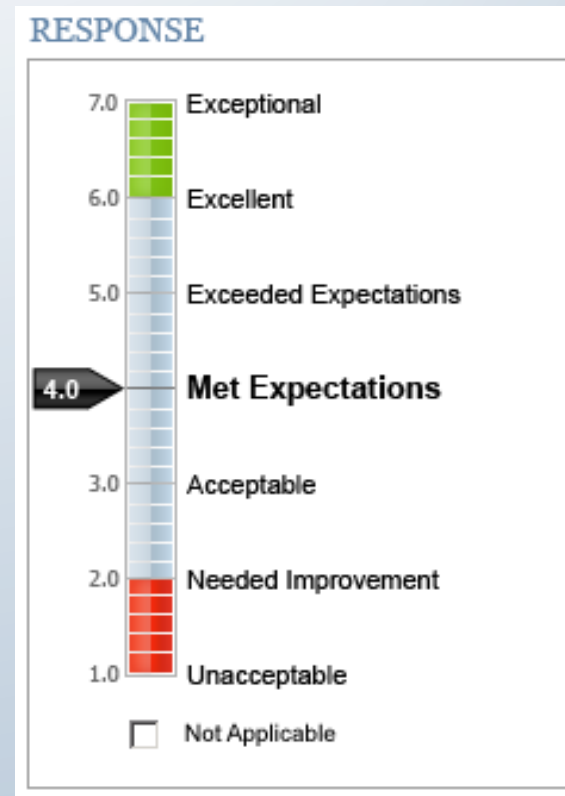
- Starts at “Met Expectations”
- Scale supports “process” questions

Fast & Easy

- Intuitive to use
- 2 seconds to score

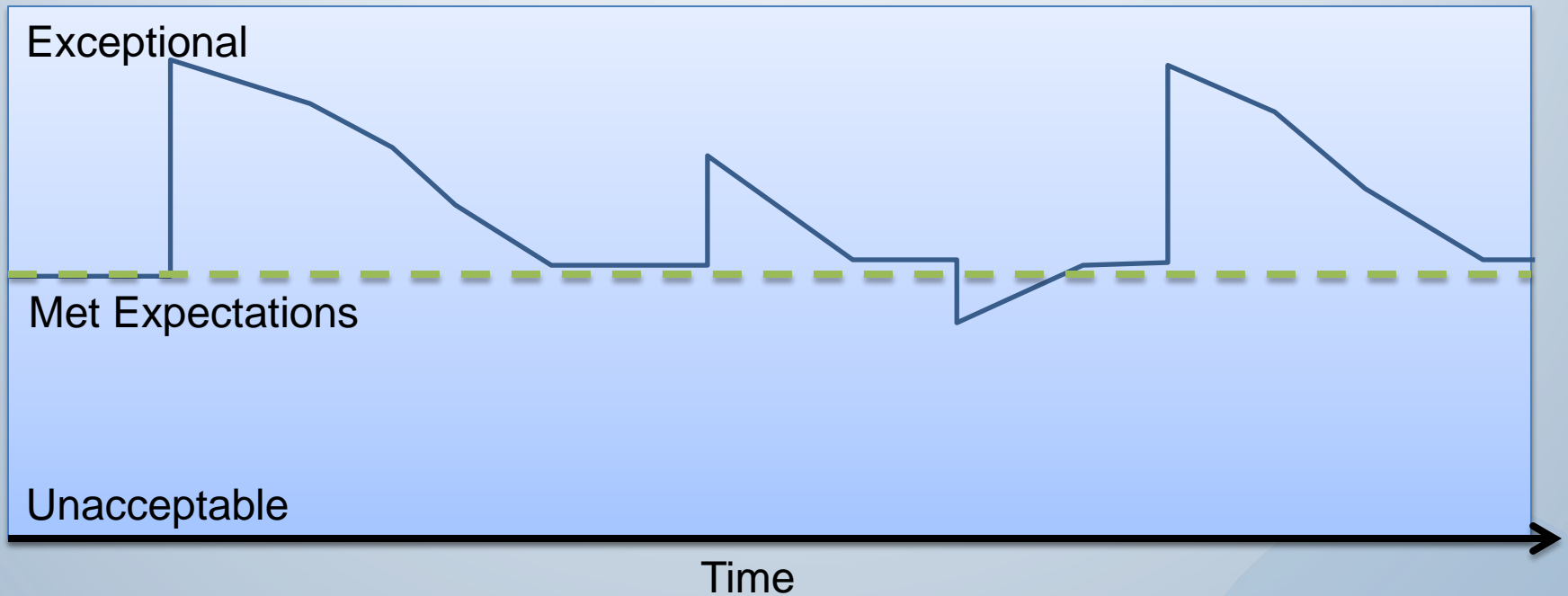
Capture Detail

- 60 level answer scale
- Clients can “nudge” the scores



Collecting Feedback: Measure Accurately

Measuring Expectations Encourages Continuous Improvement



Asking Good Questions – A Sample

Feedback requests should be:

- specific
- objective
- concise

Helpfulness	How well does our process provide the level of help that you requested?
Responsiveness	How well does our process respond promptly to your needs?
Quality	How well does our process provide work of appropriate quality?
Accuracy	How well does our process accurately publish pertinent information?
Schedule	How well does our process handle our portion of keeping the project on schedule?
Budget	How well does our process help you manage your project budget?
Scope and Fees	How well do our invoices meet our fee agreements?
Other Comments	Please provide any additional feedback in the text box below.

Agenda

- Client Feedback Defined
- Overview of Feedback Systems
- Best Practice: Process
- Best Practice: Method
- **Using Feedback to Improve Your Team**

Improving Your Firm

Project Trends

Identify and resolve problems
Eliminate wasted effort

Client Trends

Identify best clients
Match staff to clients

Firm Trends

Identify strategic improvements
Market discovered strengths

Organizational Feedback Benefits



Introduction: Client Feedback Tool

- Sending a Survey
- Taking a Survey
- Reviewing Results
- Following-up
- Reports and other Features



Collect Feedback

The screenshot shows a web browser window titled "Client Feedback Tool - Send a Feedback Survey - Windows Internet Explorer". The address bar shows the URL "http://www.designfacilitator.com/v20/surveys/send.aspx". The browser's toolbar includes various icons and a search bar with "Google". The page header features the "clientfeedbacktool" logo with the tagline "THE POWER OF FEEDBACK" and a user profile for "ryan@designfacilitator.com" with a "LOGOUT" button. A breadcrumb trail reads "HOME » ASK FOR FEEDBACK » Send a feedback survey".

The main content area is divided into a left sidebar and a central form. The sidebar contains navigation links: HOME, ASK FOR FEEDBACK (with sub-links: Send a feedback survey, Last survey sent dates, Track surveyable events, Modify a survey sent, Send a survey reminder), REVIEW FEEDBACK, FOLLOW UP, MY FIRM, PREFERENCES, OTHER RESOURCES, CONTACT SUPPORT, ADMIN, and EDIT GUIDE.

The central form is titled "Send Survey on Behalf of:" and has a dropdown menu set to "Myself". A note states: "Optionally, select a different sender for this survey. The recipients will see the selected person as the sender. The results will also be categorized under the selected person's name." Below this are three steps: "Step 1 - Identify Recipient(s)", "Step 2 - Identify a Project:", and "Step 3 - Select Survey Template:". Under Step 3, there are four sections for "Construction Documents" (Survey IDs: 56, 79, 92, 107). Each section lists "Sender" and "Recipient" options and a "When/Why" phase with a "Select" button.

On the left of the "YOU HAVE SELECTED:" section, there are lists for "Phase / Event / Subject" (Construction Documents), "Service Provided" (Commercial Interior Design (5), Healthcare Facility Design (5), Information Technology Support (1), Residential Design (5)), "Primary Recipient's Role" (Staff in Another Firm (2), SubContractor (2), Tenant (3), Vendor (1)), and "Your Client's Role" (Member of This Firm (1)).

The browser's status bar at the bottom shows "Internet | Protected Mode: Off" and a zoom level of "100%".

Feedback Invitation

Michael Dowd - DF Demo Project

From: **Michael Dowd** (mdowd@designfacilitator.com)

Sent: Thu 6/10/10 2:45 PM

To: michaelpdowd@hotmail.com

Take Survey

Click on "Take Survey" to give your feedback

Please take a moment to complete this short feedback survey regarding our process. We value your feedback because it allows us to fine-tune our process to better help you meet your goals.

Survey Name: **Bidding**

Project Name: **Michael Dowd - DF Demo**

Survey Originator: **Michael Dowd**

Close Date: **6/24/2010**

Thank you for your consideration of this request. Click [here](#) or the button on the top to begin.

Michael Dowd
DesignFacilitator

Let's Get Started!

clientfeedbacktool
THE POWER OF FEEDBACK

VIEWING SURVEYS SENT BY MICHAEL DOWD, DESIGNFACILITATOR

SURVEYS SENT BY
Michael Dowd (1)

PROJECT NAME	SURVEY NAME	SENT ON	CLOSES ON	
Michael Dowd - DF Demo	Bidding	06/10/2010	06/24/2010	X

SURVEY HELP

Click on a survey name to the right to begin. A survey typically takes only a few minutes to complete.

To decline a survey click on the "X" beside the survey. Some surveys may be forwarded. To forward a survey, click the forward icon beside the appropriate survey.

You may have surveys from multiple senders. To view all surveys sent to you, click the senders' names above.

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The Survey

clientfeedbacktool
THE POWER OF FEEDBACK

MICHAEL DOWD - DF DEMO | BIDDING | SENT BY MICHAEL DOWD

QUESTIONS

- ✓ Helpfulness
- Responsiveness
- Quality
- Accuracy
- Schedule
- Budget
- Scope and Fees
- Other Comments

QUESTION 1 of 8

How helpful were we to your needs during the bid process?

(Optional) Please provide additional comments

RESPONSE

[Problems? Switch to basic version.](#)

7.0 Exceptional

6.0 Excellent

5.0 Exceeded Expectations

4.0 **Met Expectations**

3.0 Acceptable

2.0 Needed Improvement

1.0 Unacceptable

Not Applicable

>

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Survey Complete!

clientfeedbacktool
THE POWER OF FEEDBACK

MICHAEL DOWD - DF DEMO | BIDDING | SENT BY MICHAEL DOWD

QUESTIONS

- ✓ Helpfulness (4.0)
- ✓ Responsiveness (2.0)
- ✓ Quality (5.0)
- ✓ Accuracy (4.0)
- ✓ Schedule (4.0)
- ✓ Budget (4.0)
- ✓ Scope and Fees (4.0)
- ✓ Other Comments (N/A)

THANK YOU!

Thank you for your feedback!

Michael Dowd
DesignFacilitator

[Send me a copy of my responses](#)

[Learn more about the DesignFacilitator Client Feedback Tool](#)

DONE

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Low Score Alert!

[View Report](#)

Highest score: 5.0

Lowest score: 2.0

John Smith has completed a feedback survey.

Survey Name: Bidding

Survey Sender: Michael Dowd

Project Name: Michael Dowd - DF Demo

Score	Question Category
4.0	Helpfulness
2.0	Responsiveness
5.0	Quality
4.0	Accuracy
4.0	Schedule
4.0	Budget
4.0	Scope and Fees

[View the full answers report](#)

To manage your surveys or get help, click here: [Client Feedback Tool](#).

This is an automated email. To contact support, email us at: support@designfacilitator.com.

Survey Answer Report

Project - Michael Dowd - DF Demo (2112)	
Survey - Bidding	
Sender - Michael Dowd (sent on 6/10/2010)	
Phase / Event / Category - Bidding	
Additional Recipients - Mark Jones (dowd.michael.p@gmail.com), Patrick O'Malley (michaelpdowd@hotmail.com)	
John Smith (mpdowd1@gmail.com) - Replied 6/10/2010 @ 3:34 PM ET	
1. How helpful were we to your needs during the bid process?	Helpfulness 4.0
2. How responsive were we to your questions and issues during the bid process?	Responsiveness 2.0
Sometimes it took two to three days to get a phone call or email returned.	
3. How well did our process identify the options available to you regarding contractor selections?	Quality 5.0
4. How well did our written communication keep you informed during the bid?	Accuracy 4.0
5. How well did our process do our part to help you manage your schedule?	Schedule 4.0
6. How well did our process do our part to help you manage your budget?	Budget 4.0
7. How well did the scope of work we provided during the bid phase match the scope of work you were expecting?	Scope and Fees 4.0
8. Please type any additional feedback in the space provided.	Other Comments
Follow-up comments to John Smith's feedback:	
<input type="text"/>	<input type="button" value="Add Follow-up"/> <input type="button" value="Cancel"/>

Tracking Follow-up

9. How timely has the admin (human resource) team's process been in handling your requests?	Schedule	4.0
10. How well has the admin team's process helped you understand your financial issues with the firm or office?	Budget	4.0
11. How well has the admin (human resource) team's process helped you understand your employee benefits?	Budget	4.0
12. Please provide any additional feedback in the text box below.	Other Comments	
More accuracy on regular reports is needed. IE: A/R report, etc. Several items have been incorrect & if they were not corrected when pointed out, they were reported incorrectly the next time.		


Follow-up comments to Katie Morris's feedback:

Met with Katie and formed plan to review data before sending

[Add Follow-up](#) [Cancel](#)

Captures Process to Address Feedback

At a Glance



mdowd@designfacilitator.com
! 3 ALERTS
LOGOUT

[HOME](#)

HOME

ASK FOR FEEDBACK

REVIEW FEEDBACK


FOLLOW UP

MY FIRM

PREFERENCES

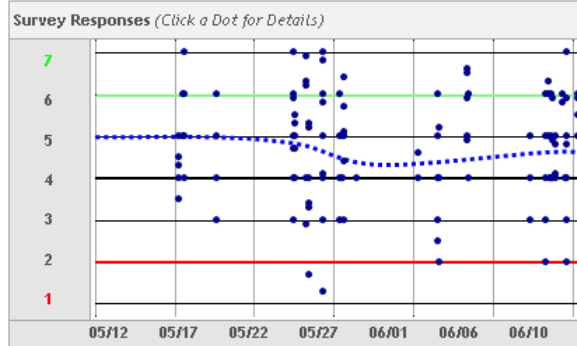
OTHER RESOURCES

CONTACT SUPPORT



THE POWER OF FEEDBACK

Survey Responses *(Click a Dot for Details)*



[View Larger Version](#)

Last Surveys Sent

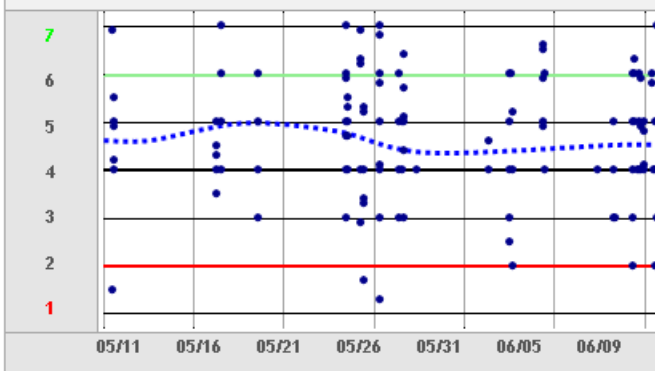
Project	Survey
Michael Dowd - DF Demo (2112)	Bidding
DF Demo	Conference Benefits
	Demonstration
Principals Academy	Conference Benefits
	Demonstration
Principals Academy	Conference Benefits
	Demonstration
	Conference Benefits
	emonstration

Sender: Michael Dowd
 Respondent: John Smith
 Project: Michael Dowd - DF Demo
 Category: Responsiveness

© 2010 DesignFacilitator | 12238217 Patent Pending

Detailed Reporting

Survey Responses (Click a Dot for Details)



Last Surveys Sent

Project	Survey
Surveys Sent By: Michael Dowd	
Project	Survey Template
DF Product Demo	Conference Benefi Demonstration
DF Product Demo	Conference Benefi Demonstration
Demonstration (123456)	Conference Benefi Demonstration
DF Product Demo	Client Feedback T Demonstration
Michael Dowd - DF Demo (2112)	Bidding

Scores, Stats and Results

Summary of Surveys Sent	Last 30 Days	Last 180 Days
Average Score (1-7)	4.6	4.5
% of Scores below "Met Expectations"	9.1%	15.1%
Total Surveys Sent	7	13
Total Invitations Sent	11	24
Total Replies Received	8	16
Average Number of Surveys per Week	1.6	0.7
Reply Rate Percentage	72.7%	66.7%

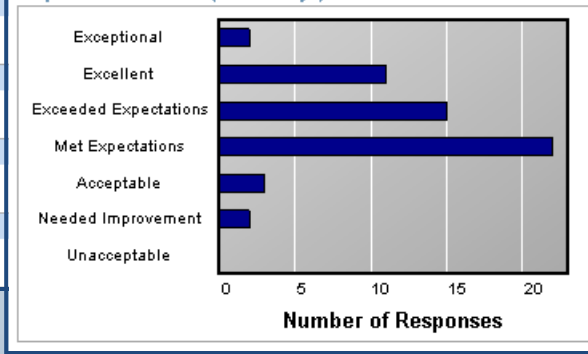
Replied
No
Yes
Yes
Started

John Smith	06/09/10	06/23/10	3	Yes
Mark Jones				No
Patrick O'Malley				Yes
Michael Dowd	06/09/10	06/23/10	1	No
John Smith				Yes
Mark Jones	06/10/10	06/24/10	3	Yes
Patrick O'Malley				Yes

Project Name	Survey Template	Follow-up Status	Score
Sender	Date		
Respondent	Respondent's Comment		
Michael Dowd - DF Demo (2112)	Bidding	Follow-up Needed	
Michael Dowd	06/10/2010	Responsiveness	2.0
John Smith	Sometimes it took two to thr		

Michael Dowd - DF Demo (2112)	Bidding
Michael Dowd	06/09/2010
John Smith	
Michael Dowd - DF Demo (2112)	Bidding
Michael Dowd	06/10/2010
Michael Dowd	
Michael Dowd - DF Demo (2112)	Bidding
Michael Dowd	06/09/2010
John Smith	
Michael Dowd - DF Demo (2112)	Bidding
Michael Dowd	06/10/2010
Michael Dowd	

Graphic Score Results (Last 30 Days)



Summary of Surveys Sent	
Total Surveys Sent	7
Total Invitations	11
Total Replies	8
Reply Rate *	72.7 %

* Reply rate is based on all replies received for invitations that were sent during the selected date range.

Advanced Reporting Capability

The screenshot shows the 'Filters' menu with the following options:

- Basic Filters:** Date Range, Sender, Phase or Event, Question Category, Score Range.
- Project Filters:** Project Name / #, Project Type, Service Provided.
- People Filters:** Respondent, Respondent Company, Respondent Role.
- Client Filters:** Project Client, Company Type, Client Role.

Data Filters for Drill Down

The screenshot shows the 'View' menu with the following options:

- Points
- Pie Chart
- Bar Graph
- Statistics
- Quadrants

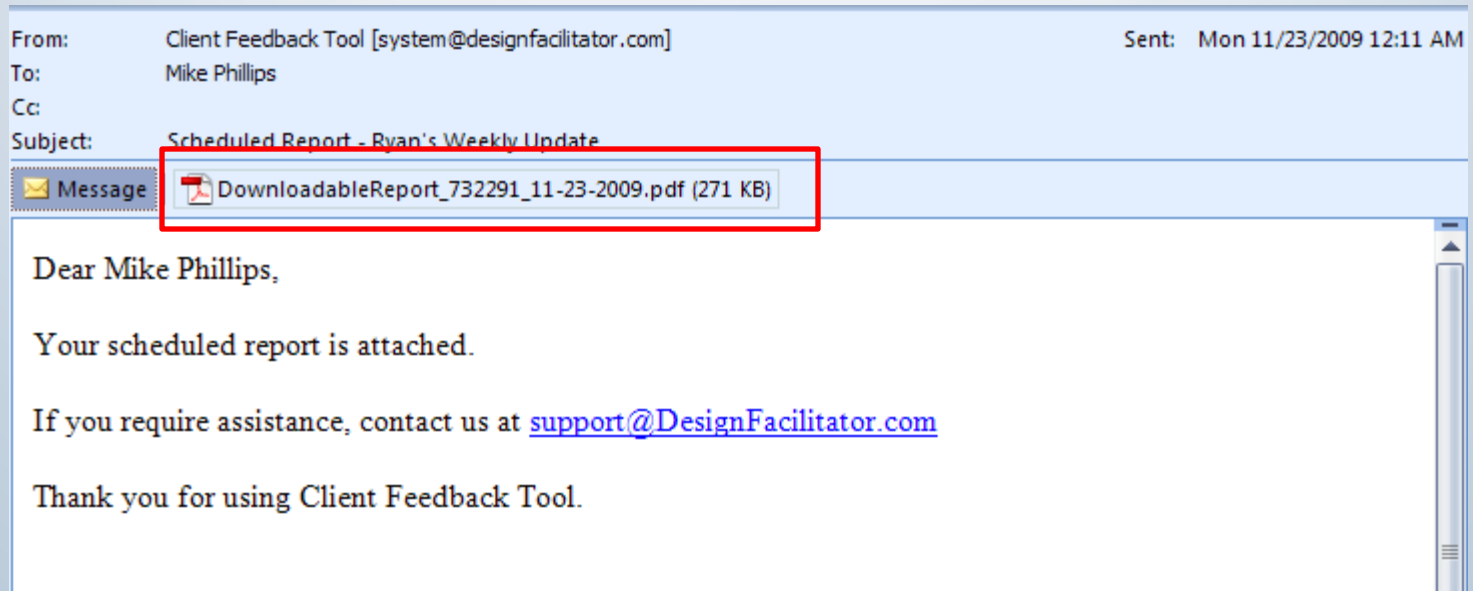
Variety of Data Views

The screenshot shows the 'File' menu with the following options:

- Select a Favorite Report-- (with an Open button)
- Add to Favorites
- Organize Favorites (Favorites)
- Print as PDF
- Send Report
- Download
- Batch Reports (Build and Schedule Reports)
- Schedule Reports (30)

Batching & Scheduling!

Scheduled Reports



Reports Emailed Automatically!

Alerts

clientfeedbacktool
THE POWER OF FEEDBACK

mdowd@designfacilitator.com

3 ALERTS LOGOUT

- Low score needs followup from mpdowd1@gmail.com
- Low score needs followup from mpdowd1@gmail.com
- New Feedback from dowd.michael.p@gmail.com

HOME

[ASK FOR FEEDBACK](#)

[REVIEW FEEDBACK](#)

[FOLLOW UP](#)

[MY FIRM](#)

[PREFERENCES](#)

[OTHER RESOURCES](#)

[CONTACT SUPPORT](#)

ASK
CLICK TO BEGIN
REVIEW
FOLLOWUP

Survey Responses (Click a Dot for Details)

[View Larger Version](#)

Last Surveys Sent

Project	Survey
Michael Dowd - DF Demo (2112)	Bidding
DF Demo	Conference Benefits Demonstration
Principals Academy	Conference Benefits Demonstration
Principals Academy	Conference Benefits Demonstration
Principals Academy	Conference Benefits Demonstration

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Collecting Feedback:

STEP 1. Gather Feedback Effectively

Objective

Professional

Systematic

Comfortable

Flexible

Fast & Simple

STEP 2. Follow-up to Resolve Issues and Celebrate Successes

Utilizing face-to-face communication, live phone calls, meetings, lunches, etc.

Collecting Effective Feedback

Top Ten Techniques

1. Make comfortable to use for all parties
2. Ask questions that create the best reports
3. Ask process-oriented questions
4. Ask questions regarding client's expectations
5. Ask questions that reduce firm's liability

Collecting Effective Feedback

Top Ten Techniques

6. Collect feedback throughout project
7. Collect feedback in trackable format
8. Collect feedback to allow instant alerts
9. Collect feedback fast (less than 2 minutes)
10. Collect electronically, resolve personally