

# Feedback

## *Mini Cases*



## Purpose

These feedback mini case studies are designed to stimulate reflection and discussion among students, helping them to understand and apply the feedback literacy components of seeking, giving, receiving, processing, and using feedback in various business scenarios.

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## A few ways to use

### **1. Individual Feedback Journals**

Students maintain a feedback journal to reflect on each mini case. They can write about how they would handle the situation, what challenges they might face, and what strategies they would use. This encourages self-reflection and personal growth in feedback literacy.

### **2. Peer Feedback Analysis Workshops**

Use the mini cases as the basis for workshops in which paired students analyze the feedback interactions. They can identify what was done well and what could be improved, discussing the principles of effective feedback. Then bring the full class together for a discussion.

### **3. Feedback Improvement Projects**

Assign a project in which students choose a mini case and develop an action plan to improve the feedback interaction. They can present their plans to the class, explaining the rationale behind their strategies and how they would implement them.

### **4. Feedback Excellence Role-Playing Scenarios**

Divide the class into small groups and assign each group a mini case. Have students develop the scenario away from the challenge and toward feedback excellence. They can then role-play the scenarios, modeling for each other what excellence would look like.



## Case Study 2: The Marketing Campaign Analysis

### Scenario:

Laura, a marketing analyst, receives feedback on her campaign report, highlighting several areas for improvement. Laura feels that the feedback is too broad, disagrees with some of it, and struggles to identify specific actions to take.

### Questions:

1. How can Laura seek clarification to better understand the feedback and its implications?

2. What steps can Laura take to develop a clear action plan based on the feedback?

## Case Study 3: The Performance Improvement Plan

### Scenario:

Mark, a sales representative, is placed on a performance improvement plan (PIP) after receiving feedback about his sales performance. It came out of nowhere and he feels discouraged and unsure about how to proceed.

### Questions:

1. How can Mark use the feedback from the PIP to create a realistic and effective improvement plan?
2. What resources or support might Mark need to successfully implement the feedback and improve his performance?
3. Might there be a more effective way for Mark to have received this feedback?

## Case Study 4: The Customer Feedback Survey

### Scenario:

Anna, a product manager, receives a variety of feedback from a customer survey about a new product. The feedback includes both positive and negative comments, making it difficult for Anna to know where to focus her efforts.

### Questions:

1. How can Anna analyze the feedback to identify common themes and prioritize improvements?
2. What steps can Anna take to ensure that both positive and negative feedback are addressed in her product development process?
3. Would you focus on the positive or negative feedback first? Why?

# Case Study 5: The Leadership Assessment

## Scenario:

James, a department head, receives a leadership assessment that includes feedback from his team. The feedback highlights both strengths and areas for development, but James is unsure how to balance these aspects in his leadership approach.

## Questions:

1. How can James use the feedback to build on his strengths while addressing areas for development? Should he focus on one more than the other?
2. What strategies can James implement to ensure continuous improvement in his leadership skills?
3. If you were James, what is the first action you would take? Why?