

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.

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.

Receiving Feedback

Case Study 1: The Annual Performance Review

Scenario:

Emily, an account manager, receives her annual performance review and is surprised by some of the critical feedback she receives. She feels defensive and questions the validity of the feedback.

Questions:

1. How can Emily manage her initial defensive reaction to better understand and process the feedback?

2. What steps can Emily take to seek clarification on the feedback and use it for her professional development?

Case Study 2: The Customer Complaint

Scenario:

Jake, a customer service representative, receives a complaint from a customer who is unhappy with the service he provided. Jake initially feels hurt and blames the customer for being unreasonable.

Questions:

1. Jake felt hurt. Could he have handled this emotional state better? If so, how?
2. How can Jake reframe the customer's complaint as an opportunity for growth?
3. What strategies can Jake use to address the customer's concerns and improve his service?

Case Study 3: The Peer Review

Scenario:

Nina, a graphic designer, receives peer feedback on her latest project. While she received plenty of specific positive feedback, some was negative and pointed out areas where her design could be improved. Nina feels discouraged and doubts her abilities.

Questions:

1. How can Nina use the peer feedback to enhance her skills and confidence as a designer?
2. Why might the specific positive feedback be just as or even more important than the negative feedback?
3. What steps can Nina take to maintain her confidence when receiving negative feedback in the future?

