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.

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Seeking Feedback

Case Study 1: The New Marketing Campaign

Scenario:

Jessica, a marketing manager, launches a new campaign that does not perform as well as expected. She seeks feedback from her team but only asks her closest colleagues, who might be hesitant to give honest feedback. As a result, she does not get the insights she needs to improve.

Questions:

1. How can seeking feedback from a diverse group of people lead to better insights and improvements? Who else could Jessica have sought feedback from?

2. If you were Jessica, how would you ensure you receive honest and constructive feedback from your team?

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Case Study 2: The Tech Startup's Prototype

Scenario:

Khai, the CEO of a tech startup, is excited about the new app prototype her team has developed. She seeks feedback from potential users by asking questions like "Do you like it?" and “Would you recommend it to others?”

Questions:

1. How can the way questions are framed when seeking feedback impact the quality of the responses?

2. What specific questions should Khai ask to get more useful feedback about the prototype?

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Case Study 3: The Employee Engagement Survey

Scenario:

Sam, an HR manager, conducts an employee engagement survey but notices that the response rate is very low. She realizes that employees might be skeptical about whether their feedback will lead to any changes.

Questions:

1. How can transparency about the use of feedback encourage more employees to participate in surveys?

2. If you were Sam, how would you build a culture and address employees' concerns to increase participation in the future?

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Case Study 4: The Sales Team's Feedback Session

Scenario:

Nikei, a sales manager, holds a feedback session with his team to improve sales strategies. He invites any and all ideas, but there's mostly silence from his team.

Questions:

1. What factors could have caused the silence? Are any of those factors within Nikei's control?

2. How can Nikei create a more open, engaged, and inclusive environment for his team to share their feedback?

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Case Study 5: The Software Update

Scenario:

Linda, a product manager, is planning a major software update and seeks feedback from current users. She sends out a survey but receives minimal responses. She wonders if there's a better way to engage users and get their input.

Questions:

1. How can different methods of seeking feedback impact user engagement and response rates?

2. If you were Linda, what strategies would you use to encourage more users to provide feedback on the software update?

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