

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.

Using Feedback

Case Study 1: The New Product Launch

Scenario:

Sophie, a product manager, receives feedback from early users of a new product. Some of the feedback is easy to implement while some is quite negative and suggests the product should go in a completely different direction. She needs to decide how to incorporate this feedback into the next iteration of the product to improve user satisfaction.

Questions:

1. How can Sophie prioritize the feedback to make the most impactful changes for the next product iteration?
2. If you were Sophie, what would be your strategy for how to use this feedback?
3. What steps can Sophie take to ensure she is using the right feedback?

Case Study 3: The Marketing Strategy Revision

Scenario:

Pema, a marketing director, receives negative feedback on her marketing strategy from several regional stakeholders. She needs to revise the strategy to address their concerns and improve the campaign's effectiveness.

Questions:

1. What steps should Pema take to begin integrating the negative feedback into her revised marketing strategy to meet stakeholders' expectations?
2. What steps can Pema take to ensure the revised strategy is communicated effectively to her team and to the regional stakeholders?
3. What potential problems should Pema look out for as she works to incorporate this feedback?

Case Study 5: The Customer Service Enhancement

Scenario:

Lisa, a customer service manager, receives feedback from customers about long wait times and inconsistent service quality. She needs to use this feedback to enhance the customer service experience.

Questions:

1. How can Lisa prioritize the feedback to address the most critical issues affecting customer satisfaction?
2. What steps can Lisa take to implement and monitor the changes to ensure a sustained improvement in service quality?
3. What questions could Lisa ask to ensure she has a complete understanding of the feedback?