

Communication Skills

Class X , Ch-1 Communication Skills: II(IT #402)
Session 4: Communication Cycle and Importance of
Feedback

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Learning Outcome of this Session

Student could able to understand:

- What is Feedback?
- Importance of Feedback
- Types of Feedback

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Introduction

Q: What do you mean by Communication Cycle?

- A communication cycle refers to the process by which a message is developed and sent to the recipient through a selected channel and after interpreting and understanding the message receiver give feedback to sender.

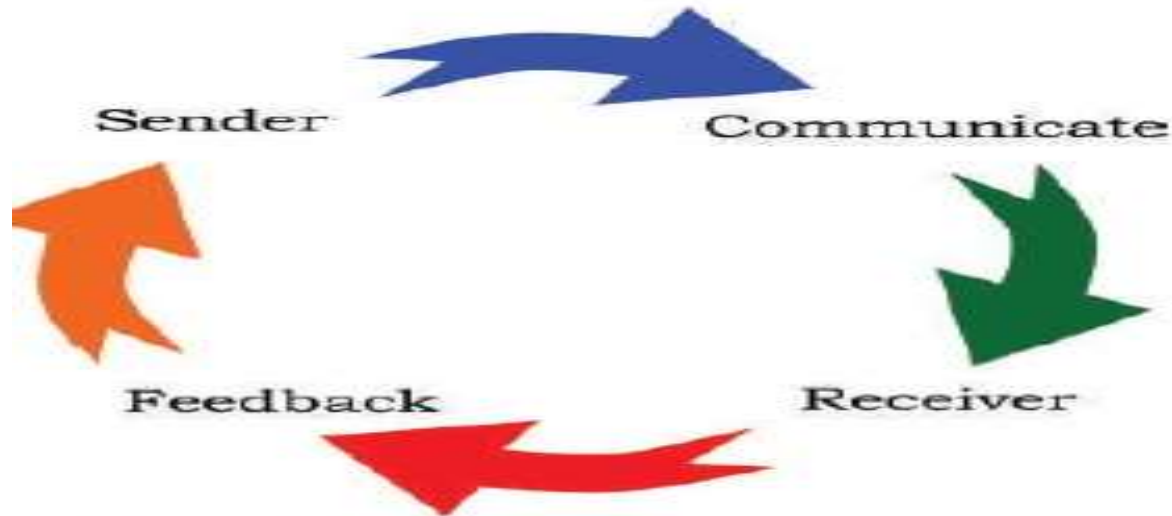


Figure 1.5: Communication Cycle

Fig: 3.1 Non-verbal communication

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FEEDBACK

- Feedback is an important part of the communication cycle. For effective communication, it is important that the sender receives an acknowledgement from the receiver about getting the message across.



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Types of Feedback

1. POSITIVE FEEDBACK

Examples:

- A. I noticed you finished the work perfectly. Great job!
- B. I really appreciate you taking that call. Can you please also share the details?

2. NEGATIVE FEEDBACK

Examples:

- A. You keep forgetting to smile at the hotel guests when you talk to them. I really appreciate you taking that call. Can you please also share the details?
- B. You take really long to reply to e-mails! Are you always so busy?

3. NO FEEDBACK

Examples:

- A. It is also a feedback in itself which indicates disagreement of ideas.

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Feedback

- Feedback, if shared properly, can help reinforce existing strengths and can increase the recipient's abilities to rectify errors. It can have a long-term effect in managing and achieving goals.
- **A good feedback is one that is:**
 1. **Specific:** Avoid general comments. Try to include examples to clarify your statement. Offering alternatives rather than just giving advice allows the receiver to decide what to do with your feedback.
 2. **Timely:** Being prompt is the key, since feedback loses its impact if delayed for too long.
 3. **Polite:** While it is important to share feedback, the recipient should not feel offended by the language of the feedback.
 4. **Offering continuing support:** Feedback sharing should be a continuous process. After offering feedback, let recipients know you are available for support.

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Importance of Feedback

- **It validates effective listening:** The person providing the feedback knows they have been understood (or received) and that their feedback provides some value.
- **It motivates:** Feedback can motivate people to build better work relationships and continue the good work that is being appreciated.
- **It is always there:** Every time we speak to a person, we communicate feedback so it is impossible not to provide one.
- **It boosts learning:** Feedback is important to remain focused on goals, plan better and develop improved products and services.
- **It improves performance:** Feedback can help to form better decisions to improve and increase performance.

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Home Assignment

Multiple choice questions

- Read the questions carefully and circle the letter (a), (b), (c) or (d) that best answers the question.

1. Which of these are examples of positive feedback?

- A. Excellent, your work has improved.
- B. I noticed your dedication towards the project.
- C. You are always doing it the wrong way.
- D. All of the above.

2. Which of these are examples of negative feedback?

- A. I hate to tell you this but your drawing skills are poor.
- B. You can surely improve your drawing.
- C. This is a good drawing but you can do better.
- D. None of the above

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Home Assignment

- 3. Which of the following are effective components of a good feedback?**
- A. Detailed and time consuming
 - B. Direct and honest
 - C. Specific
 - D. Opinion-based

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THANKING YOU

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