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How do you recognize authentic feedback?

Let’s go back to basics and define what feedback really is — in a way that’s practical and universal.



A definition worth rereading, highlighting, and memorizing:

Feedback is **valuable** information, shared with **perspective**, about identifiable **past actions** and **behaviors**, with the goal of improving **future ones**. Let’s break it down!

01	**Valuable information**	It’s data enriched with interpretation. Valuable for the person giving it, the one receiving it, and the rest of the organization.
02	**Shared with perspective**	Anyone sharing feedback must recognize that, no matter how carefully the information was collected, there’s always a degree of subjectivity involved.
03	**About specific, identifiable past actions and behaviors**	Feedback refers to actions, not to people or their traits. It focuses on events that actually happened and can be clearly identified.
04	**Al fine di migliorare azioni e comportamenti futuri**	Feedback always serves a purpose of improvement and should point to clear expectations.

Flip to the back for some real-life examples and a practical exercise

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How do you recognize authentic feedback?

Example of something that is not feedback, but might be mistaken for it:

“You’re always late!”

Valuable information? ✅ There’s value for both the giver and the receiver.

Shared with perspective? ❌ No perspective is provided.

Identifiable actions? ❌ Possibly, but they’re not specified.

Future expectations? ❌ Missing — it just comes across as hostile.

Example of real feedback:

“Today you arrived at 1:15 PM, but the call started at 1:10 PM. The client waited alone for 5 minutes. That’s not the kind of experience we want to give our clients. I want you to be on time from now on.”

Valuable information? ✅ Yes, it’s meaningful for both giver and receiver.

Shared with perspective? ✅ Yes, it explains why it matters.

Identifiable actions? ✅ Yes, with clear and specific details.

Future expectations? ✅ Yes, stated clearly.

Ragiona sull’ultimo feedback che **hai dato** o **ricevuto**.
Rispettava in pieno la definizione di ***feedback***?

Feedback dato o ricevuto:

C’era un’informazione di valore?

Era fornita in prospettiva?

Indicava azioni passate?

Indicava aspettative future?