Descriptive vs. Evaluative Feedback

A supervisory correcting technique used when coaching, counseling, and motivating.

Employee feedback and communication

- Descriptive feedback is, not only used as a correcting technique, but also, is used with other correcting techniques
- Avoid evaluative feedback which causes a negative emotional response and defensiveness
“I” message vs. “You” message

- Descriptive: “I” message focuses on a problem or a behavior, not on the person
  - Is perceived as reporting information about the problem or behavior
- The “You” message focuses on the person
  - Perceived as attacking

Descriptive feedback

- Specific, not general
- Timely
- Brief
  - Only one or two bits of feedback at one time
- Focus on the effect, not the cause
  - Seek causes only if you suspect the problem is a training problem
End