



Amanda + Jill



Amanda

Gives a voice to all  
perspectives.

Brand and strategy  
consulting.

Owner of Element A.



Amanda

My anxious and  
reactive dog is my  
life  
(and I also have three kids and  
a normal dog).



Amanda

Pinnacle of my  
career.



Jill

Decade of design.  
Creator of workshops.  
Owner of Demi and co.



Jill

Oscars obsessed.



Jill

I love my dog  
(and excel).



# Let's get started.

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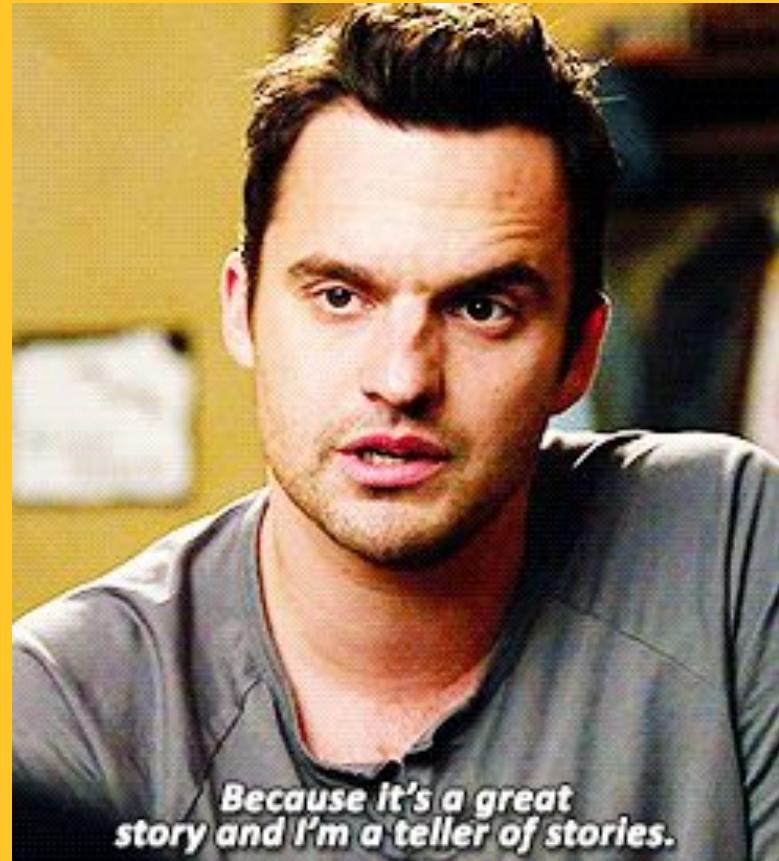
# **Why is it so important?**

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Blogs  
Social Media Posts  
Press releases  
Scripts  
Video projects  
Brochures  
Mailers  
Websites  
Ads

Action Plans  
Infographics  
Annual reports  
Appeals  
Invitations  
Presentations  
Reports  
Graphics  
And more

We've been  
through it.



*Because it's a great  
story and I'm a teller of stories.*

## **Workbook:**

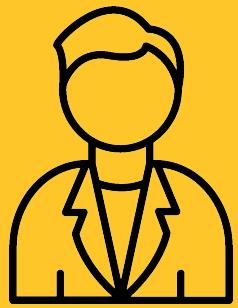
Let's reflect.

Three types of feedback.

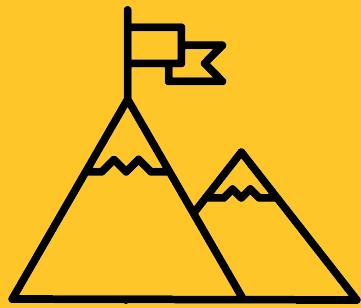
Reactive.

Directive.

**Objective.**



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We are  
complicated.



No two people  
are the same.



# **Workbook:**

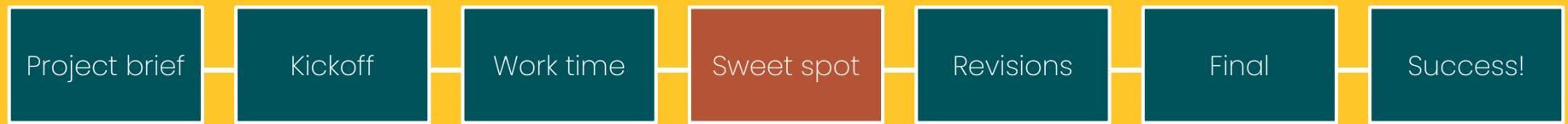
## Team time.

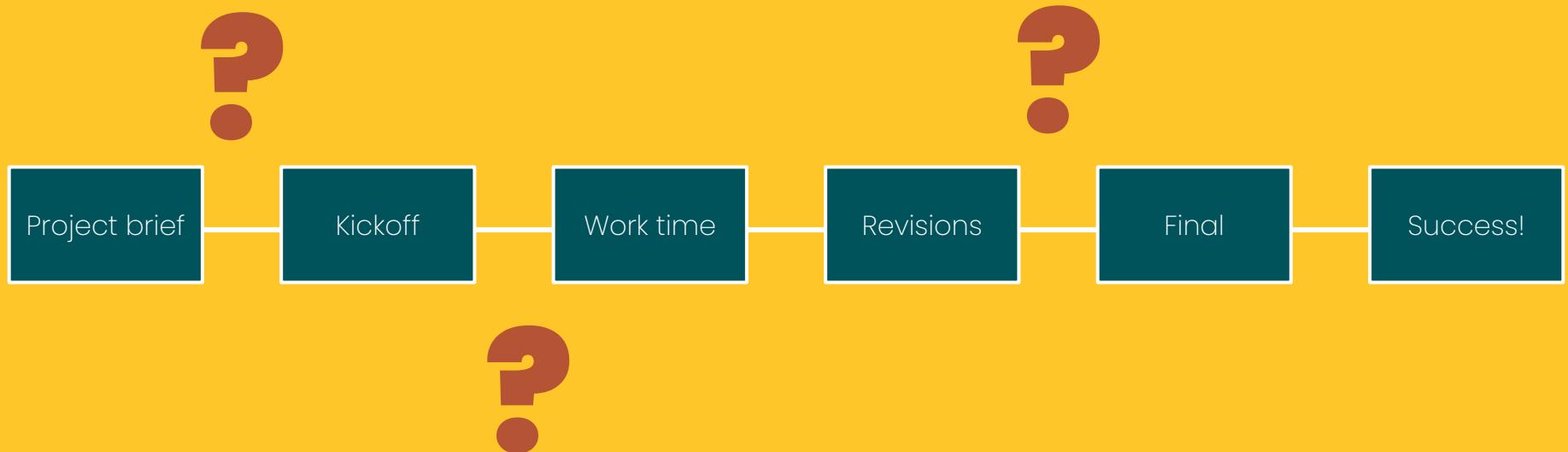
Subjective vs.  
objective.



## **Workbook:**

In your opinion...







The roles we play.

# Giving Feedback

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Talk about  
weaknesses  
AND strengths.

Be clear (in writing, too).



# **Workbook:**

## Know your audience

It's a  
conversation,  
not a speech.

Know when to offer  
an opportunity,  
instead of a solution.

Lean on the expertise  
people bring.



Know when to  
take a break.



# Receiving Feedback

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Ask why. More  
than once.



# **Workbook:**

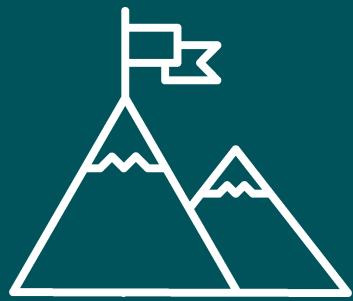
## The five why's



It's ok to ask  
for time.







Practice  
makes perfect.



Questions?



**Jill Kratz**

Demi and co.

jill@demicreative.co

**Amanda Forr**

Element A

amanda@elementastrategy.com