



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.

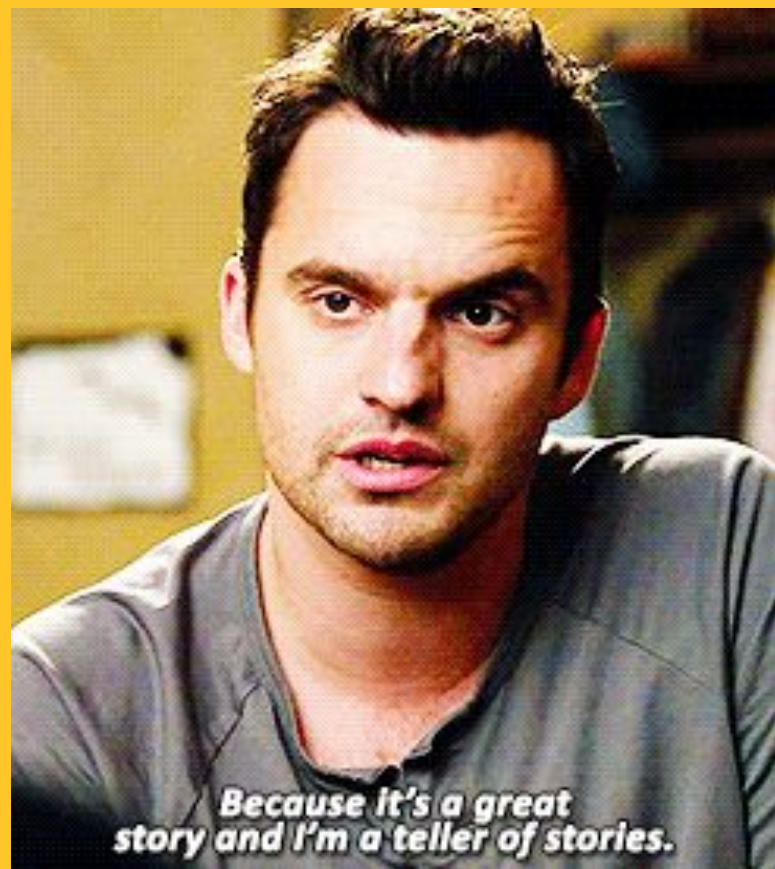


Why is it so important?

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.



Workbook:

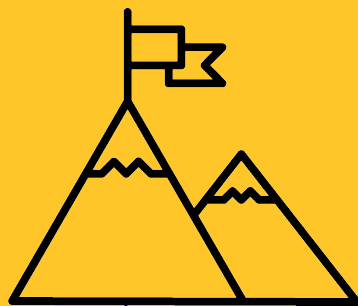
Let's reflect.

Three types of feedback.

Reactive.

Directive.

Objective.



We are
complicated.



No two people
are the same.



Workbook:

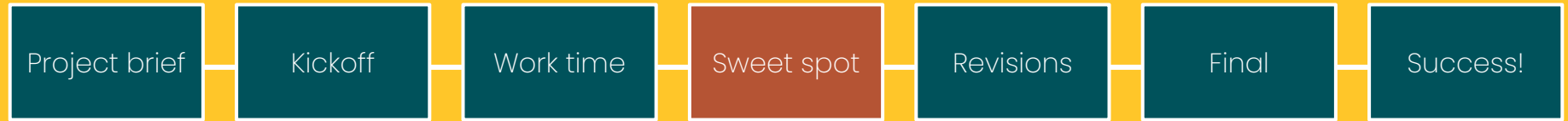
Team time.

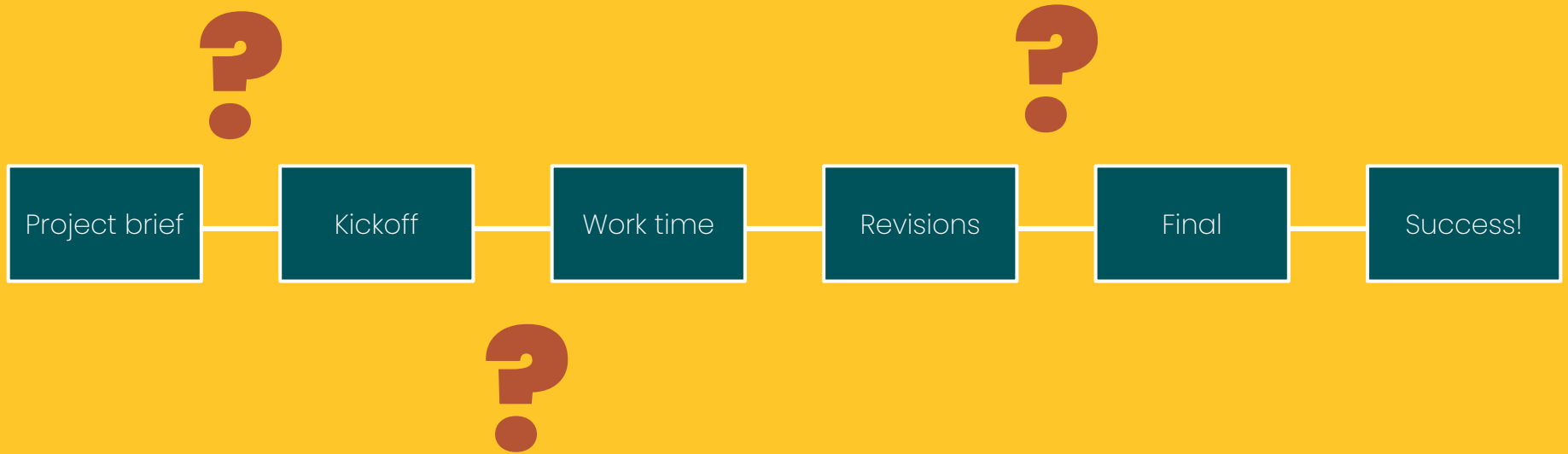
Subjective vs.
objective.

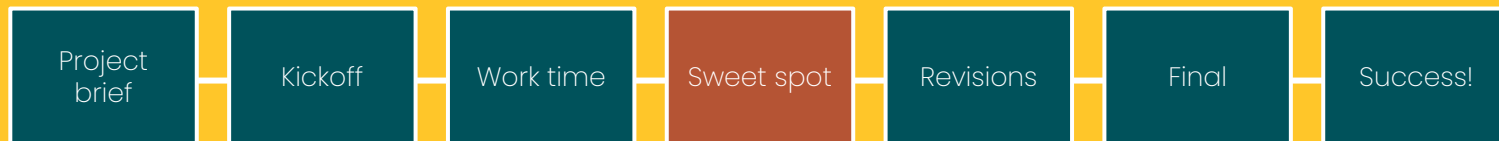
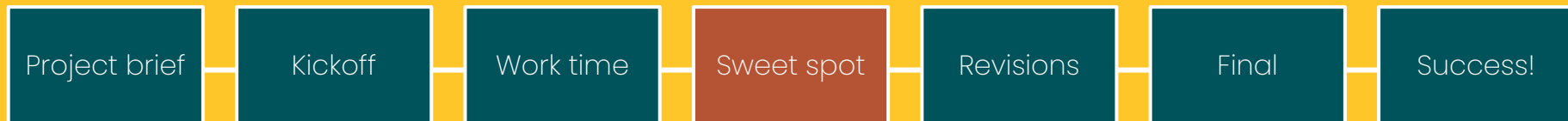


Workbook:

In your opinion...







The roles we play.

Giving Feedback

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



Ask why. More
than once.



Workbook:

The five why's

It's ok to ask
for time.





Practice
makes perfect.



Questions?



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