

FEEDBACK, PLEASE

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Abstract

In general most of the people are ready to appear the exam or to do any work, very few of us wait or welcome the feedback. Before words I thought the above sentence is true for the children or more & for the students. But after starting my professional career I found the same is true for all the age. So instead of “feedback, please” the response is oh...feedback (i.e. O my God, feedback!). The naked truth is that the feedback is the need for the organizational goal achievement (i.e. in HR, Marketing, Finance, Production, operation, etc.). This paper represents the real meaning of feedback, its representation, employee response towards it, the right way of providing, approaching & responding the feedback in professional life.

Key words: Employee, Feedback Success, Need, Goal, Believe Negative feedback, Positive representation, Guideline,

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Introduction

Feedback plays a great role in everybody's personal & professional life. Aspects & types are different but the theme is same i.e. the analysis & the comment on something has occurred, happened, completed or done. In the organizational aspect or in professional life feedback is a very crucial item. There is a always cross among giving of feedback, taking of feedback & its outcome. Who's ever are participating in it ,what's ever may be the aspect, which ever may be the step or process may matter or not .But there is no question in the integral relation in between feedback & organizational success(both individual & organizational goal achievement).In this competitive business world all the growing organizations are facing it as a challenge. It relates to all the personnel (individually or in group) & every activity of a organization. Feedback occurs when an environment reacts to an action or behavior. Feedback' is the internally generated information on a firm's performance. Response to a stimuli (such as criticism or praise) is considered a feedback only if it brings about a change in the recipient's behavior. This paper represents a brief idea about feedback, the ongoing process maintained & the open path of its best representation beyond the aspects or context.

What is feedback?

Feedback means letting someone know on a timely and ongoing basis how they are performing, and it includes both positive and negative observations. It's a process in which the effect & output of an action is 'returned' (fed-back) to modify the next action. Feedback is essential to the working and survival of all regulatory mechanisms found throughout living and non-living nature and in man-made systems such as education system, business, the economy etc.. Feedback is a two-way flow. Feedback is inherent to all interactions, whether human-to-human, human-to-machine, or machine-to-machine. In an organizational context, feedback is the information sent to an entity (individual or a group) about its prior behavior so that the entity may adjust its current and future behavior to achieve the desired result.

Blind believes about the feedback

Most of the people who are participating in feedback activity are having many believes in their mind. It's obvious as we are human beings .These believes many times stand as hurdles in the success path. So the participants must be aware of the blind believes & its negative effects. Lets point out some of the blind believes which are not always right. Those are...

- Feedback is a formality
- Feedback is a one side talk
- Feedback is always negative
- Feedback must be always positive
- Negative feedback is always harmful
- Feedback carries long term impression
- Time doesn't matter in giving or taking feedback
- No preparation is needed for giving or taking feedback
- Feedback should be always from others specially seniors
- Same way of giving feedback is fruitful or effective for everyone
- Positive feedback is in +ve manner & negative feedback is in -ve manner

Feedback as a sole of success & it's right representation

Feedback is a great cause of growth in both of our personal & professional career. In our career Feedback is a word which may pull a person from success or may push towards the achievement of success. Wait; don't be so disturbed, you're thinking how come? ok. Let's discuss. If the feedback is positive, someone will be encouraged & will dream more & can also be in the right track towards success. Think about the other side if feedback is -ve then the person getting feedback may be discouraged under stress & strain. The question arises wheather -ve feedback will be ignored or what? Many of us might have listened one quotation -"It is easy to do the work own by own. But it's too difficult to make others to do the same work."It is an art. So the person giving feedback must be so skilled & intelligent that he/she must know the way. I think the best

way is the **right representation** of both the positive & negative feedback. It is the need for the improvement of the employees. But the way it is given makes matter. Let's discuss How it should be given? Each & every employees are having both +ve & -ve characteristics which affects the performance. But they differ in percentage. As already explained each one is having good & bad things. We have to find out the +ve things first then we should make realize he has done some good or in which part he can perform well. Then his mind will be opened to accept the -ve feedback. No doubt he'll never feel discouraged .If directly -ve feedback will be given then there will be a block in the mind. In this situation very few persons take the -ve feedback positively. Negative feedback says things should be better .But at the same time it should convey the message that things can be better by the same person.

Example1- It's a realistic example of my student. When I joined lectureship, in the college one guy was there about whom every teacher made me alert that during the class he disturbs others, always does argument with teachers & also he was rusticated from college hostel for such kind of issues. In my first class I easily found out that guy by his activities in class and tried to find out what are the good points in that guy. Even I made welcome all the students of the class. Then next class I asked some common questions in the class regarding the subjects. After asking to some other students I asked the same question to Mr.Rishi Kumar(the disturbing element).Then he got socked and stood up with disappointment. But with a grave voice he answered me I can't. But I was normal because I was expecting the same thing. So I replied why not? You are smart enough, punctual, intelligent & also I have that confidence on you that you can answer. Suddenly he looked at me with wondering face. I thought this is enough. Then I allowed him to sit. On the later part of the class he became so attentive. After the class he came behind me & told me sorry maam. I asked for what? He answered I couldn't answer the question. I answered doesn't matter but I know you can do only the problem is you are not paying attention. After that meet Rish's performance was mind blowing. And also gradually his behavior changed.

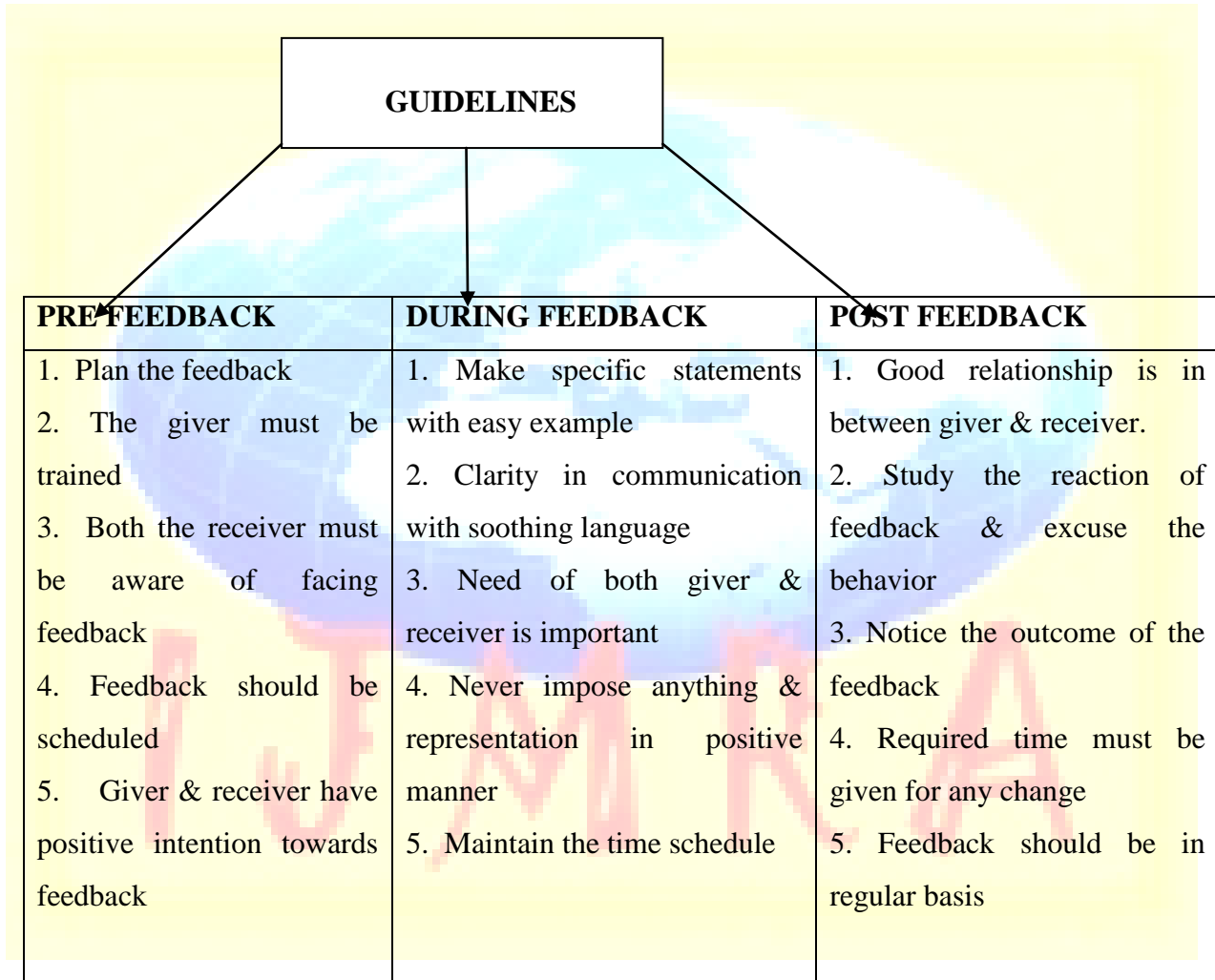
So here only representation is the key word. Only the difference is that I've given both +ve & -ve feedback in **positive way/positive manner**.

Let's discuss another example of my own.

Example2- In the beginning of my corporate experience I was working in a in a product development Software Company as an executive. My job profile was recruiting people for CTH (Contract To Hire) position. As fresher firstly I couldn't understand the fact. I started working. But afterwards I found most of the candidates who are selected and joined are thrown away after the project completion. Even I found some of them are married & also efficient but because of me they have left the permanent job in a small company and joined in the contract position and after few months again they became unemployed. I got disturbed. So gradually my performance decreased. Even in a month there was no joining because I did not love my job. Then my team Manager called me on a Saturday (In Software Company it's a holiday) for a meeting. She was the lady who was present in 2nd round interview at the time of joining. So she knows me well. Before the meeting I also knew that it is regarding my performance so I was planning to talk about my resignation. With this decision in my mind I reached the office. By the fixed time, I was waiting at the reception. After some time the peon called me to the Manager's chamber. When I was at the door, the manager greeted me before I do and told Smruti you are so punctual and sorry I am late. Then I replied it's ok sir. From his first sentence my fear started decreasing. Then he started the discussion from the breakfast. Then he made me remembering my college day's achievement & also some of my strengths. At that time I was mentally relaxed & heavily motivated. That means he has prepared me to discuss the problem nicely with him & also made me open to take any -ve feedback about me so positively. Actually in that discussions he listened my problem very carefully & made me realize that the same organization is the best way to explore. Then he might have discussed the same problem with other seniors & conveyed me the decision after 2 days. As a result I started doing core HR activities in which recruitment for the permanent positions was also a part. I thought this a peak point where I can prove my talent. So I started my work with strong desire, high confidence & deep interest. Really my performance was remarkable as 5 senior engineers, 2 marketing managers & 1 senior HR manager having 28 yrs exp. (for Hyderabad branch) with so many Hr departmental work. This outcome was the result of -ve feedback but +ve representation of my manager.

Guidelines for Exampalary Feedback

The participants in the feedback i.e. both giver & receiver must follow some guidelines to transform the feedback into a positive change which will be beneficial for them. Here the guidelines are segregated into 3 different parts according to time .Each part consists of some valuable points which are like body parts in the feedback as a healthy body. Importance on each may differ little bit but absence will be obstacle in its fruitfulness.



Changing the perception / response towards feedback

"If you don't get feedback from your performers and your audience, you're going to be working in a vacuum." - *Peter* .So feedback is not only important for the taker but also for the giver. Both

employer & employee must be aware of the need and importance of feedback beyond its type. Giver & taker i.e all the participants must be clear in their roles and the responsibilities. The aspects of the activity must be positive with the maintenance of the guidelines. The fear or the negative responses of the participants provoke the good result or outcome. But its management is also a challenging task in front of most of the organization. Frankly speaking it plays a great role in the goal achievement (individual & organizational). So many updated organizations are studying the problems in feedback from the grass root level. Here the sole aim is to change the response of the human assets of the organization for feedback by following different ways. Some of the effective ways we have discussed in the above pages like controlling blind believes, right representation & following proper guidelines. Then only the participants of feedback activity can view the feedback as the other name of positive change.

Conclusion

"Feedback is the breakfast of champions." - *Kenneth Blanchard*. Really till the date every employee will have this response towards feedback; both the personal & organizational goal can be achieved. This can be in practice when the employer & employee will feel the essence of feedback. At the same time with the proper planning of feedback the implementation part is very important. As per the above discussion the guidelines must be followed to do the feedback effectively. Feedback can help a manager maintain and improve their team members' performance and, when well delivered, can play an important part in creating a high performance culture. In the present scenario most of the established or growing organizations are changing their view for feedback. Even these organizations are spending more money with time to motivate their employees by giving right feedback to the right person at the right time. Only in some cases there is the problem in the representation part. If it will be in the positive mode, positive expectation then of course the response FEEDBACK, PLEASE will be in everybody's mouth after every performance. The fear or the negative views towards the feedback will disappear. To do this now many training giving organizations are taking this topic as a source of income. Managers and the followers do benefit from receiving training and coaching in effective feedback skills. In the business world as food is the need for healthy body effective feedback is the need for the competitive success of the organization.

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