Trasformare i problemi in opportunità.
C'è chi dice sia un'arte, chi un'attitudine.
Io credo si possa imparare.

The perfect (creative) Feedback.

AKA
The 3 things that every agency would like to say to its client (but often doesn't dare) and the 3 aspects that every PM should consider, to avoid the impasse.

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The perfect Feedback is...

Based on trust



Don't give us your solution, but explain the problem to us and we will be able to solve it.

Don't tell the creative what to do,
but **what you want to achieve**.
Let him find the solution **best suited to your objective,** your target and your budget.

Imposing an idea limits the freedom and ability to express creative talent.

Exposing the problem and collaborating is the way to f**ind original and innovative solutions.**

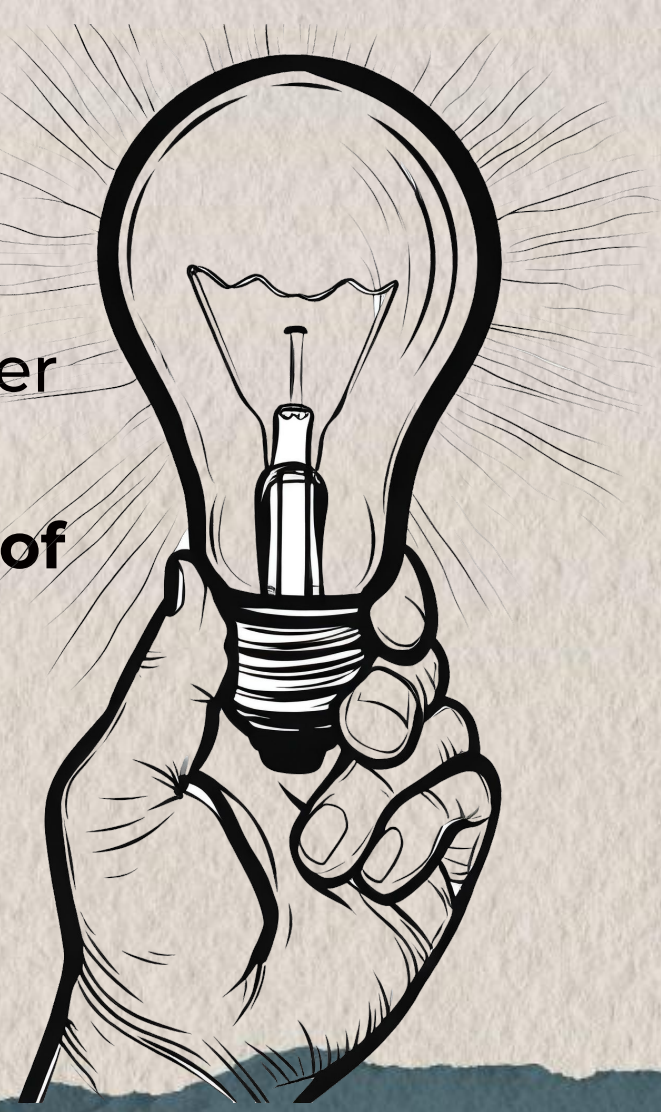
The perfect Feedback is...

Conscious

Try to put yourself in the target's shoes.

Personal tastes play a role, but they cannot make us lose sight of **the project objectives**.

It is important to ask yourself whether the creative work you are evaluating **meets the needs and expectations of your target** audience.





The perfect Feedback is...
Exhaustive

Generic and vague feedback doesn't help.

By saying "I don't like it" or "it doesn't work", you are not giving the creative any indication on how to improve their work.

It is important to try to **explain what is not convincing and why**, what are the elements that create perplexity and what are the expectations.

Using **concrete examples** and objective data supports sharing and understanding.

On the contrary, personal opinions and subjective tastes can be a source of confusion and misunderstanding.

- PM Tips -

What to do to try to escape the rework vortex?



- PM Tips -

Self-criticism



Ask yourself if you **have done your best to share** your **approach**, **methodology** and **goals** with the client

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Consider the **customer as part of the team** and take every action to **bring them on board** and make them **feel an active part of the creation process**





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- PM Tips -

Scenario evaluation

Analyze the **decision-making domain of all** your **stakeholders**

Try to understand **where the feedbacks actually come from**

Try to understand if your contact person has **any internal difficulties that you can help resolve**



- PM Tips -

Action

listen to the customer to **understand and explore the source of the doubts**



be proactive in your support

involve the project **team** in the **listening and sharing process**

help your contact person present outputs in the best possible way to their internal customers



helps the client to **focus on business objectives**, bringing objective evidence