**Why is feedback important at workplace**

During my performance evaluation n 2002, my supervisor had once mentioned that “Do not see the feedback as a criticism, see it as an opportunity to improve.” I did not like it then, I was young and naïve. I thought it was a way to convince me to accept a lower rating.

15 years later, I have given the same statement to many of my team members during their annual performance review.

When a customer purchases any product or service from a company, he gives feedback regarding the product or service. An individual gets feedback at work during performance evaluation. A student gets feedback from the teacher after each semester. So, feedback is an important part of the eco-system when there is a reaction to an action or behavior produced.

Sheryl Sandberg was visiting Airbnb and a question was posed to Sandberg:

"***What's the number one thing you look for in someone who can scale with a company?"***

Sandberg's reply:

***"Someone who takes feedback well. Because people who can take feedback well are people who can learn and grow quickly”.***

So why is feedback important?

* It helps an individual to improve his/her performance
* Feedback in the form of customer survey helps in continuous improvement of product and service
* Feedback is a tool for effective listening. Feedback done on a one-one basis or though surveys provides a platform to the feedback provider to voice his recommendations
* Use feedback as tool for learning – Feedback should be used constructively. Feedback should be recorded, actioned upon and re-evaluated on a periodic basis. This would help the individual/product/service to work towards continuous improvement
* On timely feedback is very important – this would give the person receiving feedback to act on it

During performance evaluation, many organizations do a two-way feedback or a 360-degree feedback where both the appraiser and appraise gets to record their feedback for each other. This gives both associates a chance to work on their weakness and convert it to their strengths. Some important pointers which I believe in:

* Do not take feedback personally
* Treat it as a scope of improvement
* A little politeness would help while giving feedback
* Remember to give both positive and negative feedback
* Feedback should be given in a timely manner

Sharing proactive and effective feedback is the strength of highly successful team lead by an equally successful leader. By providing constructive and effective feedback, we can encourage our team, thereby contributing towards the success of the organization.

I think you will also like reading:

[The Best Gift Leaders Can Give: Honest Feedback - Forbes](http://www.forbes.com/sites/joefolkman/2013/12/19/the-best-gift-leaders-can-give-honest-feedback/#4677b33f4c2b)

[Give your team more effective and positive feedback](https://hbr.org/2016/10/give-your-team-more-effective-positive-feedback)