5.   Some tips for giving negative feedback

Negative feedback can be hard to give and hard to receive. This could be because:

- We don't like to upset people

- We think it might make things worse

- We feel inadequate and embarrassed

- We think it's someone else's job

- We don't have the skills to give negative feedback

The following tips will help you to get the message to the feedback recipient that a change in their behaviour is needed, without demotivating or demoralising them.

Make negative feedback unusual
People stop caring if they feel the workplace is filled with criticism and complaint. Ensure that positive reinforcement is used to encourage behaviour that you want to continue; don't assume that people know they're doing a good job.

Don't stockpile negative feedback
Change is more easily achieved when negative feedback is addressed promptly and before   the issue becomes overwhelming. Waiting for the 'right time' to address the issue will delay the required change and, in some cases, come too late for any remedial action to be effective.

Never use feedback to vent
Venting your frustration, criticism and complaints is unlikely to produce the changed behaviour required. It is more likely to create resentment and resistance.

Never email negative feedback
It may seem tempting to avoid confrontation by emailing negative feedback, but the message may be misinterpreted or misunderstood, thus making it difficult to achieve the behaviour change required.