

# CREATIVE FEEDBACK CHECKLIST FOR MARKETERS

Provide High-Quality Feedback	DO	DON'T
<b>Be well prepared</b>	Do as much of the work as possible at the briefing stage and in advance of the meeting to align internally.	Do NOT proceed too far in the process without having alignment internally.
<b>Be attentive and engaged throughout</b>	Attend this meeting open-minded (you may not be the audience) and entirely focused. Be present.	Do NOT attend this meeting with a hidden agenda, a bias, or get easily distracted by email or your phone.
<b>Be truthful and respectful at all times</b>	Be transparent and direct. Show respect for the time and effort involved.	Do NOT dance around issues or wait until after the meeting to share your input. Do not condemn. Criticize the work itself and the work only.
<b>Share positive feedback (encouragement)</b>	Share what you like best about the work, and why. Example: "This is terrific work. I like this particular idea for the following reasons..."	Do NOT simply state that you like something as lip service or without explaining why.
<b>Share negative feedback (concerns)</b>	Share your concerns and invite the agency to comment. Example: "I am not sure this would work for the following reasons . . . Aren't you worried that...? How would you prevent this?"	Do NOT be prescriptive or propose solutions.
<b>Ask clarifying questions</b>	Ask open-ended questions, prompting brainstorming and open dialogue, e.g., "What made you decide to take this direction?"	Do NOT ask loaded questions that box in the agency or limit constructive dialogue.
<b>Be useful, honest, and constructive</b>	Be specific, providing substantive and constructive input.	Do NOT be vague or provide input that is not practical or productive.
<b>Be short and concise in your feedback</b>	Be clear and to the point, providing succinct input. Example: "Here are three things that I like or would like to see."	Do NOT go on and on for too long or elaborate on a point that does not warrant it.
<b>Combine both heart and brain when reviewing work</b>	Share how the work makes you feel (emotionally) and what you think about it (rationally).	Do NOT limit your input so that it's coming only from an an emotional or a rational perspective.
<b>Be thoughtful and patient before speaking</b>	Consider all input points before sharing your perspective. Consult with others, if needed. Take your time. Give yourself permission to reflect.	Do NOT jump in with half-baked feedback, jump in before you are ready, or rush to judgment.
<b>Invite suggestions or ideas</b>	Invite the agency to consider ways to improve or strengthen the work, using sentences like "How would you address this?" or "How would you make this stronger?"	Do NOT impose or forcefully push suggestions onto the agency.