

# Writing Constructive Feedback™

## a Write to the Top® workshop

### What outcomes can you expect?

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In this workshop, you will apply your company's performance management training to performance review documents—formal or informal. You will learn to apply our Reader-Centered Writing® process to behavior-based feedback. By applying this proven process to your written reviews, you will

- ✓ deliver specific feedback that will motivate and positively reinforce
- ✓ address actions, not attitudes—write about observable and measurable behavior
- ✓ write clear and constructive development plans
- ✓ deliver both corrective and supportive feedback strategies in your documents
- ✓ increase your productivity.

Prerequisite: your company's performance management training

### The focus: writing feedback documents that get results

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#### Write reviews that foster growth

Deal in specific behaviors  
Express coaching suggestions clearly  
Illustrate with examples and quotes

#### Influence your reader

Choose the right words, content, and tone—write personally and non-judgmentally  
Organize your ideas effectively  
Use the positive approach—turn negatives into positives

#### Streamline your message

Produce written feedback quickly  
Analyze and plan for your readers  
Streamline sentences for conciseness  
Avoid gobbledygook

#### Write for results

Make your writing active  
Edit for results using checklists  
Proofread accurately  
Position conclusions and recommendations strategically

### Who should attend?

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Anyone—from sales managers to line supervisors—who is preparing written feedback will find this workshop a valuable addition to performance management training.

### What books and materials do you receive?

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1. *Write to the Top®: Writing for Corporate Success* (Random House) by Deborah Dumaine, founder of Better Communications®
2. *The Instant-Answer Guide to Business Writing* (iUniverse), also by Deborah Dumaine
3. Better Communications' workbook, with additional exercises tailored to your needs
4. *Reinforcement by E-mail®*: 24 tips following your workshop delivered to your inbox

# Write to the Top®

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