Brand Review – Individual Feedback Template

This guide will help you to get the most out of your feedback session. Follow the format below using a copy for each feedback meeting. The "How to Receive Feedback Best Practice Guide" provides practical tips and guidance to holding feedback meetings.

Stakeholder Name:

Date:

Phone: ☐ **Face to Face:** ☐

This is likely to be a short conversation of 10-15 minutes but may be longer based on the depth and breadth of the conversation.

1. **Set the Scene – Explain why you are seeking feedback.** ***"The feedback will help you enhance how your run the business and the support you provide to customers and employees".***
2. **Explain the Process – This will help set the scene and expectations.** ***"I would like to run through a few questions which will help us talk about each of the areas we are looking to focus on. There may be other areas you wish to discuss and we can do this when we have worked through the first few questions".***
3. **Ask the Questions – Use the template below – Remember to ask clarification and probe questions and seek specific information**

When you think about our brand – what are your first thoughts?
Response:
How would you describe this brand to others?
Response:
How does this brand make you feel? – probe for positive and negative feelings
Response:

What has caused you to feel this way?
Response:
What do you most like and why?
Response:
Do you most dislike and why?
Response:
Is there anything else you would like to share?
Response: