

# HOW TO: GIVING AND RECEIVING NEGATIVE FEEDBACK

Have you ever struggled with how to approach giving negative feedback to a colleague, or felt hurt and deflated when on the receiving end of negative feedback? Removing the fear of how to be wrong and spending time learning tools that introduce constructive feedback into the ideation process is essential in ensuring your team remains motivated and energized to pursue their ideas.

**SCENARIO:** Working in pairs or small groups, use the tools “I like/I wish” and “Dream/Gripe” (outlined in the framework below) to practice introducing constructive feedback into the innovation process.

**TOOLS:** Here’s a [session framework](#) we made to help guide you through your own feedback practice.

**EXTRA READING:** Want to dive deeper into this topic? Here are some other articles we found interesting and were inspired by:

[Build your creative confidence: the dream/gripe session](#)

[Build your creative confidence: I like, I wish](#)