

Is It Input, Feedback, Evaluation, or Gossip?

	INPUT	FEEDBACK	EVALUATION	GOSSIP
MOST USEFUL	Before	During	After	
FOR PROJECT or PROCESS, it's called	Brainstorming, planning mapping	Continuous Improvement	Post-mortem, evaluation	Gossip is never focused on a project or process
FOR A PERSON, it's called	Preparation, coaching	Side-coaching	Annual review, feedback, coaching. Evaluation is more about the needs of the collective than the person (to protect a standard or apportion limited resources, grading on a curve)	"I have some feedback for you." While always about a person, gossip is never <i>for</i> them.
BEST WHEN	Focused, limited, structured	Free of blame and judgment, immediate, focused on person's goals, permission-based. 2-way	Admits bias toward collective, includes both plus and delta, focuses on process improvement over that personal improvement.	Third party is eliminated so hot leg can be worked. Is not anonymous
EFFECT ON PERFORMANCE	Huge if you're input is not lost in the shuffle or prioritized away. Beware the cutting room floor.	Biggest effect on person and project or process. Immediate, willing, effortless	PROJECT/PROCESS: Effective with follow-up/ PERSON: Limited or no effect.	Throws a wrench in the performance of person and collective. Biggest single waste of time and energy on the planet.

