Feedback Method Selection Guide

Five methods from simplest to most comprehensive — Chapter 6

Feedback exists on a spectrum. You do not need to start at the complex end. Choose the method that matches what you are trying to learn and what you can realistically do right now.

Method	Complexity	Anonymity	Best For	Limitations
1. Informal Conversations	Very Low	None	Building a feedback habit; cultural signal	Social pressure limits honesty; hard to see patterns
2. Targeted Questions	Low	Optional (survey tools)	Specific, actionable input on one area	Narrow scope; still depends on how you ask
3. Structured Survey	Medium	Yes (via tool)	Pattern recognition across multiple dimensions	No between-group comparison; question design matters
4. Interview-Based 360	High	Confidential (via facilitator)	Rich, nuanced, contextual insight	Resource-intensive; scheduling burden; costly
5. Full 360 Assessment	Highest	Yes (aggregated by group)	Multi-perspective view; self vs. others comparison	Needs skilled facilitation; debrief is essential

Choosing Your Method

- **Never collected feedback before?** Start with Method 1 or 2. Get some information in your hands and practice receiving it.
- **Ready to go deeper?** Method 3 gives you a significantly richer picture with moderate coordination.
- **Genuinely committed to understanding your impact?** Method 4 or 5 is worth the investment — particularly if your decisions affect a large number of people.

The most common mistake leaders make is waiting for the perfect feedback mechanism before they start. Feedback does not have to be perfect to be useful.