

## **EXERCISE Types of Feedback**

**Purpose** Give students an appreciation for how broadly and deeply the Status Quo and Innovation cycles are imbedded in how we all function and in how businesses operate.

**Recommended for:** Trail 7 Choosing a Mindset

**Time required** 10 minutes

**Format** This is a facilitated conversation for helping participants come to important insights.

### **Key points**

We routinely apply the Status Quo and Innovation Cycles, separately and in combination, to a wide range of challenges.

Therefore these patterns have broad implications for not only how we innovate, but how we navigate the world generally, and therefore how effective we are.

**Model script** These simple patterns of feedback, whether it's the Status Quo cycle or the Innovation Cycle, describe the mutual influence we each have on the realities around us. Think about some of the relationships you have with other people, friends, co-workers, at school, at home...

**Ask students:** Can you think of some examples when that feedback is "detect and correct?"

(Anything that is directive or corrective, or that reflects specific expectations)

Can you think of some specific examples when that feedback is more innovative?

(Questions, curiosity, welcoming alternative views and ideas, seeking someone's insights)

**Model script** Now think about the challenges you face every day – like maybe commuting to work. You need to deal with traffic, but you are also part of that traffic and therefore part of the reality that other drivers confront. We constantly apply these two patterns, and we need to be skilled at applying these patterns.

Now think about the challenges a business faces – like finding customers. You have to somehow find a way to provide something your customers value and are willing to pay for. It's called sales and marketing. You use a range a strategies to try to influence their preferences and decisions. And they may or may not appreciate those efforts. They may welcome your expertise or be annoyed by your robocalls.

**Ask students:** Can you think of some examples of business feedback loops that are detect and correct?

(bookkeeping, managing sales, hiring for a needed skill, monitoring how people do their jobs.)

Can you think of some examples of business feedback loops that are explore and discover?



(seeking employee suggestions, interviewing customers to identify unmet needs, launching a new product or service)

**Other points you can make**

We do not always use these patterns in ways that are advantageous. (Troubled relationships, social media, unsolved problems)

The Status Quo cycle in particular, as important and useful as it can be, can also become very dysfunctional. (Being overly controlling, blocking useful change)

The Innovation cycle tends to make us more empathic, by sensitizing us to the needs and concerns of those around us and to the realities we face.

The Innovation Cycle – Innovativeness – is arguably the ultimate transferrable skill. Because it gives us the flexibility we need to solve problems and enhance our relationships – and make the world better.