



Building Skills Through Video Replay and Group Feedback

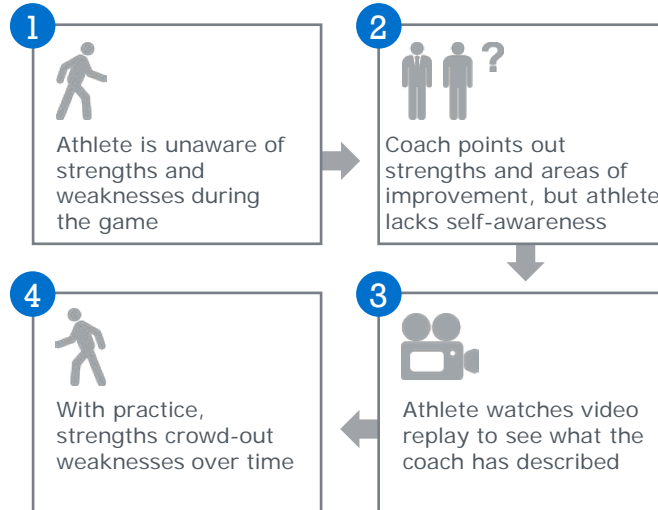
Day One Introductory Presentation

Advancement Forum

“Can I Get a Replay?”

Professionals Benefit From Seeing Themselves Through the Eyes of Others

Learning Through Video Replays in Sports...



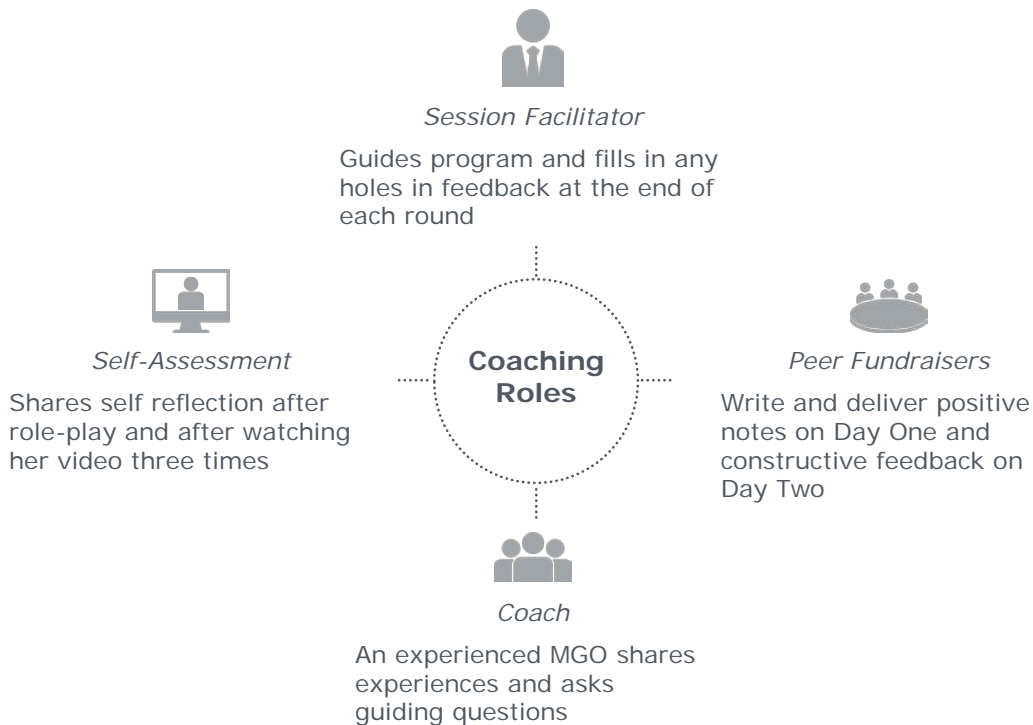
...And Other Professions

- Medicine
- Music
- Sales
- Acting

Revealing Blind Spots



Four Avenues for Feedback Provide 360° View of Performance



Getting the Most From This Session



Group Goals and Ground Rules

Goals for the Session

- ✓ Watch other MGOs at work
- ✓ Improve your own performance
- ✓ Receive feedback from peers
- ✓ Practice giving feedback to peers
- ✓ Make mistakes with colleagues, instead of with major donors

Ground Rules



What happens in filming stays in filming.



Respond to feedback with “thank you” or clarifying questions. There is no need to explain behaviors.



Be open to sharing your own experience and implementing suggestions from others.



Maintain a collegial atmosphere and have fun.

Offering Effective Feedback



How to Participate in the Group Discussions

Tips for Giving Effective Feedback

- ✓ Focus on specific behaviors
- ✓ Use precise examples
- ✓ Check for understanding
- ✓ Be realistic
- ✓ Provide colleagues with new ways of looking at a situation

Tips for Receiving Feedback

- ✓ Ask questions if you do not understand
- ✓ Accept that multiple approaches may work in a given situation
- ✓ Recognize that feedback is for everyone's benefit, even if it is aimed at another fundraiser

Using Different Types of Feedback



Day One: Positive Feedback

- Reinforce preferred behaviors
- Build on what already works well so that weaknesses fall away
- Formula: behavior + impact



Day Two: Constructive Feedback

- Improve less-effective behaviors
- Aim for one to two core takeaways for each fundraiser
- Formula: behavior + impact + alternative positive behavior

Evaluating All Forms of Communication



The Impact of Verbal and Non-Verbal Communication

What Matters Most

<35%

Of impact in face-to-face conversations occurs through *verbal* communication

>65%

Of impact in face-to-face conversations occurs through *nonverbal* communication

High Stakes Interactions

"You never know what a donor is going to throw at you... Fumbling a visit or an ask could mean the loss of a major gift. And we could have been working toward that gift for years."

*Director of Training and Education,
Private Research University*

Opportunities for Self-Assessment

Reviewing Your Own Video and Sharing Reactions

Day One

- React to your own simulation
- Complete feedback forms
- Give and receive positive feedback

Day Two

- Share your reactions to the video review
- Give and receive constructive feedback
- Think about individual takeaways

Homework

- Re-watch your own video three times

1



With the sound *off*,
focus on:

- Physical gestures
- Body language
- Emotional connection

2



With the sound *on*,
focus on:

- What was said
- How you react to what you hear

3



With the sound *on*,
focus on:

- Verbal and nonverbal elements
- Your own strengths



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