



# 20 EFFECTIVE WAYS

## TO PROVIDE ACTIONABLE CREATIVE FEEDBACK

1. Submit a clear, concise client input brief
2. Give time for the agency to prepare
3. Insist on an in-person meeting
4. Prepare before showing up
5. Review the brief and project objectives
6. Set clear meeting expectations
7. Let the agency present all its ideas first
8. Evaluate the work based on three simple criteria
9. Ask for input from other participants but be clear about decision making
10. Determine if more time is needed
11. Assess the work objectively
12. Do not focus on executional details
13. Ask clarifying questions
14. Ask for the agency's top recommendation
15. Challenge assumptions or gaps in a productive way
16. Show genuine appreciation for the work
17. Always start with the positive
18. Summarize key feedback points
19. Make a decision — Go, no go, redo
20. Close with clear next steps



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