

# Checklist: Back to Basics--Giving Constructive Feedback


Giving and receiving feedback is one of the most important communication skills students can develop in a business communication course. In the workplace, the ability to offer constructive feedback—whether in writing, face-to-face, or in virtual collaboration—can determine the success of a team, a project, or even an individual's growth. This checklist is designed to help students learn the fundamentals of providing feedback that is not only useful but also respectful, professional, and aligned with real-world expectations. These guidelines will help students critique peer work with confidence while maintaining trust and collaboration.

- ☐ Think through your suggested changes carefully. In business, documents and presentations often illustrate complex relationships between ideas. Isolated and superficial edits that don't grasp the big-picture message or the intricate details can do more harm than good.
- ☐ Discuss improvements rather than flaws. Instead of saying 'this is confusing,' for instance, explain how the writing can be improved to make it clearer.
- ☐ Focus on controllable actions. The writer may not have control over every variable that affects the quality of the message, so focus on those aspects the writer can control.
- ☐ Be specific. Comments such as 'I don't get this' or 'Make this clearer' don't give the writer much direction.
- ☐ Keep feedback impersonal. Focus comments on the message, not on the person who created it.
- ☐ Verify understanding. If in doubt, ask for confirmation from the recipient to make sure the person understands your feedback.
- ☐ Time your feedback carefully. Respond in a timely fashion so the writer has sufficient time to implement the changes you suggest.
- ☐ Highlight any limitations your feedback may have. If you didn't have time to give the document a thorough edit, or if you're not an expert in some aspect of the content, let the writer know so that your comments can be implemented appropriately.


As students progress through team-based assignments and collaborative projects, applying these feedback principles will make them more thoughtful communicators and more valued contributors. Constructive feedback is not about pointing out flaws—it's about helping others improve, succeed, and reach their potential. When practiced with intention and empathy, it becomes a powerful tool for individual growth and collective success. Use this checklist regularly to reinforce the mindset and habits of effective feedback throughout the course.

## AI IS REVOLUTIONIZING BUSINESS COMMUNICATION

Based on Chapter 1 of *Business Communication Today*, 16th Edition




**HOW GENAI WORKS FOR COMMUNICATORS**  
Understand GenAI from a user's perspective: you enter prompts, the system responds with useful content based on massive data training.




**BENEFITS OF AI IN BUSINESS COMMUNICATION**


- Content Creation - Draft emails, reports, presentations
- Knowledge Sharing - Collaborate smarter and faster
- Data Insights - Analyze and interpret patterns quickly
- Personalization -- Tailor messages by audience or culture
- Efficiency & Accessibility - Save time and reach more people
- Professional Development - Practice, improve, and adapt



**RISKS AND ETHICAL CONCERNS**


- Mistakes & Hallucinations - AI can get facts wrong
- Overreliance - Weakens human skills and judgment
- Connection Loss - Undermines authentic human Interaction
- Bias and Deception May perpetuate unfair stereotypes or mislead
- Content Attribution - Who gets credit for AI-generated work?
- Environmental Impact -AI systems use significant resources





**BUILDING AI LITERACY**

- Learn how to write better prompts
- Use AI as a creative partner, not just a tool
- Always verify and refine AI-generated content
- Disclose when content is AI-assisted



## Obsolescence by Omission: The Real Danger in Your Current Textbook

AI isn't coming—it's already here. In *Business Communication Today*, Chapter 1, Business Communication in the Age of Artificial Intelligence, it shows how generative AI is fundamentally reshaping how students write, speak, and interact in business environments. Yet most textbooks barely mention it. The danger? Obsolescence by omission. If your current text ignores AI, your students will graduate unprepared for a workplace that demands fluency in AI-enhanced communication.

