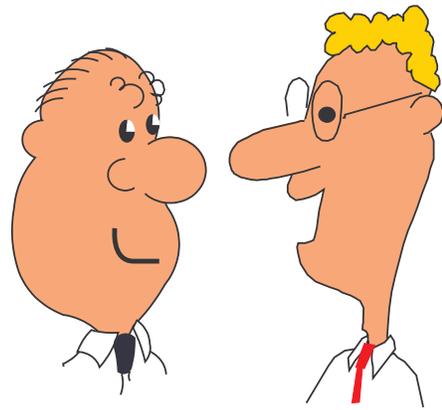


# McGrath SUCCEED System

## *What Gets Feedback, Gets Better!*

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We often think that **effectively transmitting feedback is just a matter of matching the right learning-style or personality-type** to the specific learner. We also hope that the suggestions, strategies and techniques we are imparting are so compelling that the learner will receive the critique with open arms.

Then comes **the amazement and distress when the feedback can't seem to get through the defensiveness and fear it engenders** – in the receiver and in ourselves! We often feel suppressed and thwarted by our rebuffed attempts to assist and make a difference.

**The SUCCEED System is about continuous improvement and giving and receiving feedback effectively.** It is so much simpler than trying to navigate a sea of personality styles. **SUCCEED has a Whole Person feedback system that is universal in its application** to all situations, tasks and people. Yet it is tailored to the individual and grounded in building trust, respect and understanding, while evolving all to the next level.

One major application of SUCCEED is in the arena of management, staff and volunteer supervision. **Think of supervision as the growing ground of everybody engaged in the endeavor of enhanced performance** – and feedback as the channel for growth.

Feedback is vastly distinct from documentation in the classic sense, whether that documentation is called an observation report, summative evaluation or progressive discipline. **Historically, documentation is bad news.** It is based on a hierarchical relationship of **“I know and you don't, and it is my job to tell you.”** The truth is that no one knows what is excellent, or even satisfactory, under all circumstances.

**Satisfactory performance is significantly dependent on the circumstances in which the performance is occurring.** A full understanding requires exploring questions like: What is the experience level of the staff or volunteers? What are the strengths and weaknesses of the leader? What was going on in the city, or even the world, at the time? And, what is happening at home for all of them? These are just some of the factors involved in the *system of life* that influences performance.

**How can we know the precise thing to do under all circumstance, as if from a playbook?** We can't! Yes, we do need the playbook, our objective standards. But then **we really need adaptability to the possibilities of the moment – the ability to think creatively,** take in feedback from those around us, challenge the status quo, and self-correct.

**Is it possible to train people to think on their feet and soak in feedback fearlessly?** Can this be done while deepening our relationship with other human beings, and while transmitting information that is fundamental to getting the job done with excellence? **You bet! That is SUCCEED: A System of Constructive Communication for feedback under all circumstances.**

