

Actively seeking for feedback Seth Godin

"You did a great job. This is exactly what I was hoping for. I wouldn't change a thing. You completely nailed it, it's fabulous."

Of course, that's not feedback, really. It's applause.

Applause is great. We all need more of it.

But if you want to improve, you should actively seek feedback. And that feedback, if it's more than just carping, will be constructive. It will clearly and generously lay out ways you can more effectively delight your customers and create a remarkable experience that leads to ever more customers.

If you're afraid of that feedback, it's probably not going to arrive as often as you'd like it to. On the other hand, if you embrace it as the gift it can be, you may decide to go looking for it.

Empty criticism and snark does no one any good. But genuine, useful, insightful feedback is a priceless gift.

Applause is good too.