

## A. Contributions with reader survey rating averages and comments

1. You go girl! With me, it's not the journey that matters but the destination. 1.86
  - a. Silly and condescending; what if a man is driving?
  - b. I'd reword this to say "You go girl! To me,"
2. Don't sweat the petty, pet the sweaty. 0.76
  - a. What does that mean? Do I want to know?
  - b. Gross
3. Interesting choice! I like a little adventure but if you don't, I'll lead the way. Either way, we'll get through this together. **\*2.48**
  - a. Too wordy
  - b. This is similar to the previous comment; however it indicates that the journey is something "to get through." Instead the journey is always the adventure and where the learning occurs.
4. You made a mistake but you're not a mistake. 1.03
  - a. Not necessarily a mistake; perhaps a more scenic route
  - b. Strikes me as trite.
5. Five years from now this will not matter. 1.81
  - a. Condescending and fails to acknowledge there are usually multiple acceptable routes
  - b. True, but not exactly useful at the time, is it?
  - c. A little too global.
  - d. Dry and amusing ;^)
6. I like the way you show initiative! Now may we try my way? 1.50
  - a. Fails to acknowledge there are usually multiple acceptable routes
7. Calm down, take a deep breath and let's try this again. 1.63
  - a. Condescending
  - b. How about-let's slow down take a deep breath and try this again- (not everyone gets unhinged so calm Dow. May not apply)
  - c. This assumes the person is not calm and gives the impression the person is out of control.
  - d. Remove the 'calm down' part. 'Take a deep breath and let's try this again.' is sufficient.
8. You relax and enjoy the ride -- I will handle the directions for you. One less thing on your plate! 1.36
  - a. Doesn't acknowledge there are usually multiple acceptable routes
  - b. If the GPS has already screwed up once, how likely is it you'll be able to relax?
  - c. Could be good in some situations.
  - d. Don't patronize.
9. Great, let's take this route instead. You can... \*2.29
  - a. Acknowledges there are usually multiple acceptable routes. Straightforward.
10. You just discovered a new way to get there. \*2.45

- a. Condescending
  - b. I love this!
11. You're the driver and there are many different ways to get to the same destination. 83
- a. Acknowledges there are usually multiple acceptable routes; would add re-route language
  - b. Talk about abdication of responsibility!
12. Taking a fresh route gives you fresh eyes on the journey and the destination. 1.89
- a. Maybe this is the same route I've been driving for 25 years.
  - b. Personally, I like "Unusual travel suggestions are dancing lessons from God" myself (from Kurt Vonnegut's "Cat's Cradle")
  - c. This is a wonderful way of saying that change is good.
13. The question is ...does your choice of track take you in the direction you want to go? 1.65
- a. like the concept
14. Oops! We made a wrong turn. Let's turn this around at the next legal U-turn. 1.27
- a. Love the "we" statements!
  - b. Must be lawyers!
  - c. Avoid use of "wrong"
  - d. Too much like "Make a U-turn"
  - e. This assumes that the only way to get there is the way the GPS knows. We all know there are many ways to get there.
15. It is great how self-sufficient you are. I'll follow your lead. \*2.09
- a. OK
  - b. It should add something about letting them know if it looks like they are getting too far off track.
16. Think of all the things you learned from taking this wrong turn. 1.19
- a. Avoid use of "wrong"
  - b. Why not say it "think of all the things WE learned..."
  - c. This assumes that the only way to get there is the way the GPS knows. We all know there are many ways to get there
17. You are one wrong turn closer to a right one. 1.85
- a. Avoid use of "wrong"
  - b. This assumes that the only way to get there is the way the GPS knows. We all know there are many ways to get there
18. Relax. This may not be the quickest route but we'll get there. \*2.18
- a. Condescending
19. Wow. I never thought about getting there this way. Would you prefer I reroute you, or get you back on the previous route? \*2.24
- a. Acknowledges there are usually multiple acceptable routes
  - b. don't understand this one
20. I'm sorry. Perhaps I wasn't clear. You were supposed to turn back there. 1.64
- a. Bossy
  - b. Nothing cute - straightforward and direct.

- c. Maybe the person has just spotted a gas station and needs gas. Does the GPS know that? It could be that it was clear but a slight detour is needed.
  - d. This one, depending on the tone of voice, could sound condescending.
- 21. It's just a missed turn. It's not failure, its feedback. 1.96
  - a. Avoid use of "failure"
- 22. Everybody makes mistakes. Even me, and I do this for a living! 1.73
  - a. Avoid use of "mistake"
- 23. I like the way this is unfolding – even though it wasn't in the plan. \*2.52
  - a. Ok
- 24. You may have made a bad turn, but that doesn't make you a bad person. 1.06
  - a. Avoid use of "bad"
  - b. Strikes me as trite.
  - c. I don't like to infer the person is bad.
  - d. This one made me laugh! But it is so true!
- 25. Calm down, take a deep breath and let's try this again. 1.42
  - a. Condescending
  - b. How about-let's slow down take a deep breath and try this again- (not everyone gets unhinged so calm Dow. May not apply)
  - c. This assumes the person is not calm and gives the impression the person is out of control.
  - d. Remove the 'calm down' part. 'Take a deep breath and let's try this again.' is sufficient.
- 26. Two wrongs don't make a right, but three lefts do! 1.78
  - a. Two wrongs don't make a right, but three lefts do!
  - b. Avoid use of "wrong"
  - c. Too wordy.
  - d. This assumes that the only way to get there is the way the GPS knows. We all know there are many ways to get there
- 27. Everything teaches you something. What are you learning from your wrong turn? 1.09
  - a. Avoid use of "wrong"
  - b. This assumes that the only way to get there is the way the GPS knows. We all know there are many ways to get there
  - c. Basically the same as: "Experience is what you get, when you don't get what you want".
- 28. Switch points change the direction of our lives. 1.82
  - a. Silly
- 29. Innovators rarely do what they're told! 2.11
  - a. Why must a person do what they are told? That may not be the best way.
- 30. Innovation doesn't grow from taking the same path as everyone else.
  - a. A bit verbose \*2.11
- 31. Ah Ha! I see you are taking the Super-Ultra Route! I will re-route us based on your turns. 1.80
  - a. I like the last sentence only. The rest is silly.

## Contributions with my comments about feedback qualities the comments embody

1. You go girl! With me, it's not the journey that matters but the destination.  
Prioritizes and encourages
2. Don't sweat the petty, pet the sweaty.  
Clever and catchy
3. Interesting choice! I like a little adventure but if you don't, I'll lead the way. Either way, we'll get through this together. \*2.48  
Joins. Presents options.  
Reader comment: it indicates that the journey is something "to get through." Instead the journey is always the adventure and where the learning occurs.
4. You made a mistake but you're not a mistake.  
Discerning: separates the person from the process
5. Five years from now this will not matter.  
Perspective
6. I like the way you show initiative! Now may we try my way?  
Humorous, acknowledges quality
7. Calm down, take a deep breath and let's try this again.  
Addressed the common tendency to stress over errors.
8. You relax and enjoy the ride -- I will handle the directions for you. One less thing on your plate!  
Defines roles
9. Great, let's take this route instead. You can... \*2.29  
Adaptive: Starts fresh from where you are
10. You just discovered a new way to get there. \*2.45  
Adaptive: Sees the opportunity in the error
11. You're the driver and there are many different ways to get to the same destination.  
Acknowledges roles and options
12. Taking a fresh route gives you fresh eyes on the journey and the destination.  
Starts fresh where you are
13. The question is ...does your choice of track take you in the direction you want to go?  
Prioritizes
14. Oops! We made a wrong turn. Let's turn this around at the next legal U-turn.  
Joins instead of judges
15. It is great how self-sufficient you are. I'll follow your lead. \*2.09  
Acknowledges a positive quality
16. Think of all the things you learned from taking this wrong turn.  
Points to the opportunity in the error
17. You are one wrong turn closer to a right one.  
Playful and positive
18. Relax. This may not be the quickest route but we'll get there. \*2.18



- Acknowledges the limitations of the choice while reassuring the driver
19. Wow. I never thought about getting there this way. Would you prefer I reroute you, or get you back on the previous route? \*2.24  
Asks for a redefinition of the role since original instructions were overlooked
20. I'm sorry. Perhaps I wasn't clear. You were supposed to turn back there.  
Acknowledges possible contribution to the problem
21. it's just a missed turn. It's not failure, it's feedback.  
Perspective
22. Everybody makes mistakes. Even me, and I do this for a living!  
Avoid use of "mistake"
23. I like the way this is unfolding – even though it wasn't in the plan. \*2.52  
Acknowledges the discovery process
24. You may have made a bad turn, but that doesn't make you a bad person.  
Acknowledges the tendency to take feedback as being about our worth.
25. Calm down, take a deep breath and let's try this again.  
Addresses state of mind and how that can support or undermine performance
26. Two wrongs don't make a right, but three lefts do!  
Playful
27. Everything teaches you something. What are you learning from your wrong turn?  
Focuses on the opportunity in the error
28. Switch points change the direction of our lives.  
Big picture
29. Innovators rarely do what they're told!  
Acknowledges a positive quality that could be behind not following instructions
30. Innovation doesn't grow from taking the same path as everyone else. \*2.11  
Acknowledges a positive quality that could be behind not following instructions
31. Ah Ha! I see you are taking the Super-Ultra Route! I will re-route us based on your turns.  
Playful and forward focused