

## *Giving Feedback:*

### *CRITIQUE Verses CRITICISM*

In general, to critique is to evaluate it in a detailed and analytical way. The definition of criticism is to analyze, or judge based on perceived faults or mistakes. Just look at some examples of other words for critique: evaluation, appraisal, review and commentary. Other words for criticism have a more negative connotation: condemnation, disapproval, smears, and slurs. We need to be able to think critically, to be able to point out when there is a problem. But when dealing with issues or differences the most important thing is to work together toward a positive solution.

***"Eliminate the negative. Criticism seldom does what its user intends, for it invariably causes resentment. The tiniest bit of disapproval can sometimes cause a resentment which will rankle — to your disadvantage — for years."*** Rule #5 of Dave Packard's 11 Simple Rules –

A critique should come from a position of expertise:

- It looks at the structure and deciders; What about this works or what doesn't?
- Should be from other person's perspective & not the critic's view.
- Is constructive highlighting exactly where things can be improved and offer examples and suggestions.
- Focuses on what is being critiqued and not the person who created it.

Criticisms usually come from a point of view that is not knowledgeable, it condemns what it doesn't understand.

- Points out only the faults and focuses on what is lacking.
- Only views performance from the critic's view.
- Is vague, points out there is a problem, does not point out what it is.
- Pertains to what needs to be done for the company and not the employee.

#### **Structuring Critiques**

**Preparing:** Before meeting with your employee or co-worker, make sure you have examined the subject that you are critiquing thoroughly. Do you understand the purpose of their work? What direction or goal is the person is working toward?

**Questions:** If you are unclear of what they are trying to achieve write out some questions. Design the questions to convey your curiosity in the process. Try to avoid questions that may make the person feel defensive or slighted. "What were you trying to achieve?" Or "Can you explain your thinking?"

**Be specific and positive:** It is possible to talk about what's not working honestly without making it negative. Focus on making it a learning moment supported by evidence. Don't make broad statements, pin-point exactly what the issue is.

Continued Page 2

## November 2020

### A New Phone Solution

Technology is changing minute by minute. At Wyant we do our best to keep our finger on the pulse of this moving monstrosity.



Tom belongs to many IT forums and has discovered that a lot of IT folks are switching to the 3CX phone system for their VoIP solutions.

With the coronavirus outbreak, your staff are likely juggling random video apps and personal cell phones. What if you could boost customer service and make it easier for staff – all while saving money? With 3CX, you will have a full-featured phone system – call queues, built-in video calls, web conferencing and more. In addition, you can integrate website live chat, Facebook and text messages all in one system.

All these features are remote-friendly; your team can use them from anywhere via mobile and browser apps. It is also open-platform and fully compatible with popular IP phones and SIP trunks. 3CX scales with your business and remains cost effective!

If your company is in the market for a new phone system give Wyant a call and Tom will be happy to tell you all about this new solution. Jan Wyant

The Virtual 94th Annual Macy's Thanksgiving Day Parade will air on NBC on Thursday, November 26 from 9 a.m. to 12 p.m. EST.



This monthly publication provided courtesy of Tom Wyant, President of Wyant Computer Services.

**Critique vs Criticism continued from pg. 1**

Say, if there is an issue with the direction your co-worker is taking the project, show them why the process will not work. If you have an employee that is not complying with procedures; present the facts of why the procedure was put into place and the consequences if not followed.

**Make actionable recommendations:** This means giving concrete suggestions or revisions. Offer additional resources for them to use to get the best outcome. Have them look at the whole process from a different perspective and see if they can come up with their own solutions.

It is essential to empathize with the other person, to understand the purpose of their work, what the person feels is important about the work they do. Only, after they are certain that you understand where they are coming from will they stop trying to explain, rebut, or debate. Criticism can feel brutal, but if it is constructive and comes from the positive energy of trying to help, it can become a learning moment. When turning a criticism into a critique you are targeting the issue, not the person having the issue. And if ideas and solutions are presented it benefits you and everyone else involved.

**Receive feedback with openness, not defensiveness.**

Just as there is an art to giving criticism, there is an art to receiving it. One way to benefit from both a criticism and critique is to keep a mindset of personal growth. Rather than

taking the feedback as a personal insult think of feedback as an opportunity for you to grow.

**When Receiving Critique (Criticism)**

- Have an open mind
- Avoid being defensive
- Don't play the blame game
- Ask clarifying questions
- Ask Questions: "Tell me more." "Help me understand what you're saying." "What makes you say that?"

Looking at your work from someone else's point of view can be helpful, take advantage of any suggestions offered on how to make improvements. The hardest part is letting go of your ego long enough to accept advice. It is important to realize it not a personal attack but a professional critique. Once you adjust your perception to see it as positive learning experience it will make your life much easier.

Wendy Roberts



**HAVE A HAPPY AND SAFE THANKSGIVING!**

CDC Recommendations for Low Risk Activities:

- Having a small [dinner](#) with only people who live in your household
- Preparing traditional family recipes for family and neighbors, especially those at higher risk of severe illness from COVID-19, and delivering them in a way that doesn't involve contact with others
- Having a virtual dinner and sharing recipes with friends and family
- Shopping online rather than in person on the day after Thanksgiving or the next Monday
- Watching sports events, parades, and movies from home.

**WYANT WORD SCRAMBLE**

"G" Goold from Castle Farms won the gift card drawing!

October's Answers:

Comprehensive, Inconsistent, Prioritize, Immediately, According, Distract, Results, Change Bonus: Corn Maze

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HINT: Appreciative Offering March

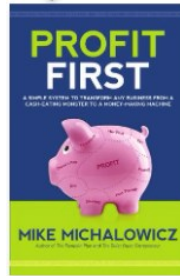


\*Email your answers to [wendy@gowyant.com](mailto:wendy@gowyant.com) to enter gift card drawing.

## BUSINESS BOOK OF THE MONTH

### PROFIT FIRST by Mike Michalowicz

January of this year, Tom and I went to a sales and marketing meeting in Tennessee. Mike Michalowicz was one of the speakers and he was talking about his book Profit First. I ordered his book and it arrived at home my home before I did. I couldn't put the book down, I started implementing almost all of his recommendations.



Old school accounting (Total Revenue – Total Expenses = Profit) just wasn't working for me. Mike suggests turning this concept around in the book (revenue – profit = expenses). For me the system of paying yourself first has changed my business for the better.

In our business I am the one who takes care of the finances, so when I was having a cash flow issue I would take it to my partner who would then say, "Well according to this report we have a profit." Personally, I don't care what the report says if I don't have money in the bank for payroll. A report saying we have profit is no help at all. This was a recurring theme for me since day one of our business.

*"Having heard Profit First in our 18<sup>th</sup> year of business was like... really?" "Eighteen years of struggling and this easy concept was here all along!"*

The concept is pay yourself first. Take the first 10% and put that money in buckets. A bucket for profit and a bucket for taxes. I started very small with taking just 1% and have added another 1% month after month until I got to the recommended 10%. I have money in the bank for taxes and I am way less stressed about cash flow.

This was a great read and I highly recommend it. This can work for personal finances as well. I have implemented this in every aspect of my financial life.

Janice L. Wyant, CFO & Co-Owner

If you would like to share any business book suggestions please email: [Janice@gowyant.com](mailto:Janice@gowyant.com)



**The Northern Home & Cottage Virtual Tour. Oct.30th - Dec. 31st** Explore 8 of Up North's most stunning residences through video documentaries by Eagle Eye Video Production. This is a donation-only event that benefits Child and Family Services of NW Michigan. To get your tickets make a (suggested) donation of \$15 by going on to Child and Family Service's website: <https://www.cfsnwmi.org/donate>. Watch for an email from [MyNorthTickets.com](http://MyNorthTickets.com) with a unique password. Then on Oct. 30th you will receive another email with a link to the virtual tour to enjoy till the end of the year.

**Tree Lighting Ceremony on Friday, November 20.** This event will all be done as a broadcast so you can enjoy it safely from home. Prepare for the event with Michigan This Morning broadcasts on 9&10 and Local 32 from 5a-9a, The FOUR (4p-5p), and 9&10 News broadcasts 5p-6:30p culminating with the LIVE broadcast of the Tree Lighting. Watch Santa light up Downtown from the comfort of your own living room LIVE during the 9&10 and Local 32 6:00 news broadcasts.

**Downtown Strolling Light Parade, Saturday, November 21, 5pm - 9pm.** This season the parade is coming to you! Twelve non-profit organizations will be scattered throughout Downtown, each displaying their own rendition of the popular holiday song "Twelve Days of Christmas." Vote for your favorite entry on-site and online. Proceeds will benefit the Downtown Relief Fund and participating nonprofits. Each vote will cost \$1 with the option of a larger donation. The winning entry will be the Honorary Grand Marshall of the 2021 Light Parade.

### LOCAL BUSINESS SHOUT OUT!

A special thanks to Kelvin from **eRecycle TC, a branch of Bay Area Recycling for Charities (BARC)**, for dropping off a bin for our recyclable used equipment. Check out their website for a list of their services, they are EPA & HIPPA Certified. [Mybarc.org](http://Mybarc.org)

## FREE Report: 12 Little-Known Facts Every Business Owner Must Know About Data

You will learn:

- The only way to know for SURE your data can be recovered if lost, corrupted, or deleted -- yet fewer than 10% of businesses have this in place
- Seven things you should absolutely demand from any off-site backup service.
- Where many backups fail and give you a false sense of security.
- The #1 cause of data loss that businesses don't even think about until their data is erased.



Get your FREE copy today: [www.gowyant.com/12facts](http://www.gowyant.com/12facts)



### 3 Ways To Prevent Your Smart Cameras From Being Hacked

Smart cameras have been under attack from hackers for years. In fact, one popular smart camera system (the Amazon Ring) had a security flaw that allowed hackers to get into homeowners' networks. That issue has since been patched, but the risk of being hacked still exists.

1. Regularly update your smart camera password, your WiFi network password, your Amazon password – you name it. Changing your passwords every three months is an excellent way to stay secure. Every password should be long and complicated.

2. Never share your smart camera's login info with anybody. If you need to share access with someone (such as a family member or roommate), many smart camera systems let you add a "shared user." This will let them access the camera, without the ability to access the camera's configuration or network tools.

3. Your smart camera should only be connected to a secure WPA2 encrypted, firewalled WiFi network. The more protection you put between the camera and the rest of the digi-



### Must Have Tools For Thanksgiving Dinner

**Roasting Pan.** Make sure your pan has a heavy bottom to catch all the turkey drippings and large handles, so it's easy to lift.

**ThermoPro Digital Cooking Thermometer.** Not only will you ensure your turkey is cooked all the way through with this handy gadget, but you'll prevent overcooking as well.

**Norpro Deluxe Baster & Injector.** For a double-duty kitchen tool, this stainless steel baster has an injector piece that you can screw on to the end. Bonus it comes with a brush!

**ValorKitchen Fat Separator.** It has a strainer so pour it all in. The fat rises to the top and the juices sink to the bottom. With its tab release that opens a spout at the bottom you can pour the juices into a separate pan to make gravy.

**Stand Mixer.** I will continue to dream about owning a KitchenAid Deluxe mixer as I use my old dependable Hamilton. I do like my old mixer because it detaches from the stand so I can mash the potatoes right in the pot.

**Hand Blender.** Perfect for using to smooth the lumps from your gravy or make some whipped cream for your pumpkin pie.

**Crockpot.** Take a little work off your plate on Thanksgiving by setting part of the dinner to start cooking ahead of time.

**Hamilton Cordless Carving Knife.** No more messing with a cord and outlet, so you can carve right at the table.