

# GIVING AND RECEIVING EFFECTIVE FEEDBACK

## NRECA Board Leadership #944

**January 6, 2018**

The Ulmer Center  
NDAREC headquarters  
3201 Nygren Drive NW  
Mandan, N.D.

### Board Leadership Certificate

The Board Leadership Certificate (BLC) program offers more advanced courses for directors and can be attained after earning the Credentialed Cooperative Director (CCD) certificate. To earn the certificate, directors must complete 10 credits from the 900-level courses. Directors may attend the BLC courses at any time, but they must have earned the CCD certificate to be eligible. Each course is one day, unless otherwise noted.

## Giving and Receiving Effective Feedback, NRECA Board Leadership #944

### Course overview

Is feedback necessary? Studies show that giving and receiving feedback is a requirement of any functional relationship. Yet, many lack the confidence and skill to both deliver and receive feedback successfully.

Electric cooperative boards must give feedback to the chief executive officer (CEO) if the relationship with its only employee is to be effective and productive. Directors receiving feedback from members is the bedrock principle of co-op democracy and member engagement.

This course will provide valuable skills and instructor-guided practice opportunities to sharpen the skills needed to successfully give and receive both types of feedback.

### Key topics:

- The importance of giving and receiving feedback effectively
- Effective feedback practices
- Techniques for delivering feedback to CEOs of different generations or gender
- Practice opportunities for giving and receiving feedback to fellow board members

### Meet the instructor

**Jody Severson** is a political and marketing consultant who has been helping electric cooperatives deal with difficult communication and political challenges for 25 years. Since 1987, he has been helping electric cooperatives face difficult challenges such as hostile takeovers, municipal annexations or takeovers, territorial threats, diversification issues, franchise acquisitions, mergers, and local controversies – from the Carolinas to Oregon and Hawaii and from northern Minnesota to Louisiana and Texas. He also played a major role in the creation of the Communication Planning Toolkit that NRECA provides to communication professionals.

Jody provides strategic consulting, political advice, poll interpretation, media coaching, and marketing and communications guidance for electric and telephone cooperatives as well as numerous commercial businesses and political clients, including U.S. senators, representatives, governors, and state legislators.

### Schedule for January 6

|                   |  |
|-------------------|--|
| 8:30 to 9 a.m.    | Registration and continental breakfast |
| 9 a.m. to 12 p.m. | Seminar in session                     |
| 12 to 12:45 p.m.  | Lunch                                  |
| 1 to 4 p.m.       | Seminar in session                     |
| 4 p.m.            | Adjournment                            |

### Registration Information

Contact your co-op's general manager or executive assistant, who received a registration form. The pre-registration deadline is **Dec. 27**. For members with a 2018 NDAREC prepaid education plan, there is no registration fee. For members that do not have the prepaid education plan, the registration fee is \$400/person/course. No advance payment is necessary.

### NRECA's Cancellation Policy

NRECA charges a 50-percent cancellation fee if one of their courses is cancelled 10 or fewer business days prior to the start of a scheduled course. Therefore, NDAREC reserves the right to cancel due to a lack of registrations.