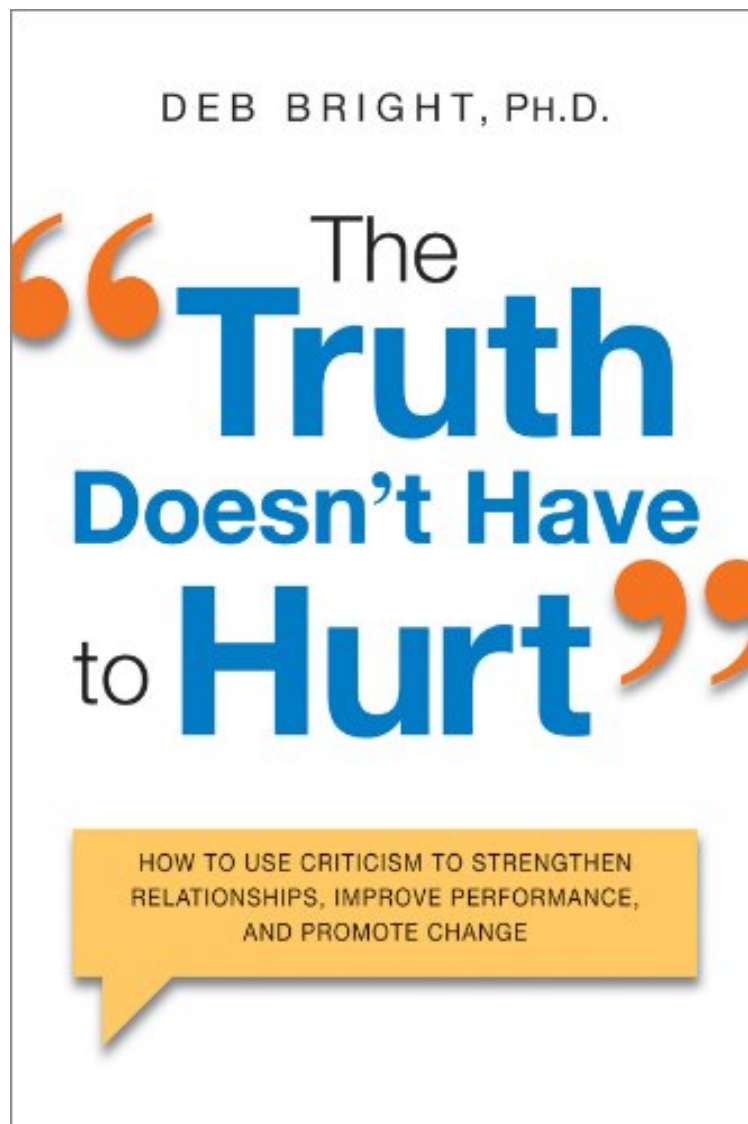


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## The Truth Doesn't Have to Hurt: How to Use Criticism to Strengthen Relationships, Improve Performance, and Promote Change

*Deb Bright*

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**Deb Bright : The Truth Doesn't Have to Hurt: How to Use Criticism to Strengthen Relationships, Improve Performance, and Promote Change** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Truth Doesn't Have to Hurt: How to Use Criticism to Strengthen Relationships, Improve Performance, and Promote Change:

0 of 0 people found the following review helpful. Great tool for business leaders. By Thom Dr. Bright does an excellent job of detailing how to give constructive criticism. However, I was really impressed that she analyzed the needs of the recipient. Going so far as to reflect that the giver of the criticism should first understand if the receiver is even capable of doing the required project or able to change behavior. Also rewarding is the synopsis at the end of every chapter. So after one has read the book, then it is a handy reference guide to go back and zero in on a particular topic. Finally, throughout the book, Dr. Bright give "coaching tips." These assist the reader in implementing the theories. Good sound practical advice. I highly recommend this book to leaders who have the difficult task of changing behavior and work product. 0 of 0 people found the following review helpful. Great book! I met Dr Deb Bright at a ... By jlgazcatfan Great book! I met Dr Deb Bright at a function where she was speaking on another topic. She mentioned her books and I decided to check this one out. What a great help to understanding how to give and receive criticism. 0 of 0 people found the following review helpful. Leadership By XxxxX Don't be a boss without it!

Nobody likes criticism. Handled poorly, it too often stings and breeds resentment; and most of us try to avoid it at all costs. But criticism; crafted carefully and communicated skillfully; promotes trust and respect, motivates individuals, and serves as a catalyst for change. It has the ability to turbocharge workplaces and careers. If that sounds far-fetched, it's because few understand how to properly give and receive the kind of critical feedback that brings positive results. *The Truth Doesn't Have to Hurt* rejuvenates this powerful but neglected art form. Executives, managers, team leaders; anyone who needs to temper praise with a dose of reality; will learn to: Deliver the truth and have it taken as helpful; Create an atmosphere of acceptance; Avoid mistakes that sabotage an exchange; Control how they receive criticism so they benefit; even if it's badly presented Ignoring problems or always saying nice things will only maintain the status quo. This research-backed book delivers proven techniques and tools for motivating people and triggering improvement; swiftly and painlessly.

"Bright's suggestions for how to give honest and constructive feedback are amazing." -- Joyce Lain Kennedy, Tribune Media Services "A useful book for almost anyone, giving helpful insight into ways to deliver (and receive) criticism so that it can do good, not harm." -- Library Journal "explains how we can use criticism to raise our game, and offers a framework for giving and receiving criticism in a way that leaves everyone feeling inspired." -- MindTools "...offers plenty of tips for correcting and criticizing in ways that improve relationships and performance. You need to read it right away." -- Accounting Today "instructive and valuable volume; offers healthier ways to approach challenging situations, and illustrates how both givers and receivers can manage their reactions." -- Success Magazine From the Back Cover "The practice of graciously giving and receiving honest, constructive feedback is perhaps the most important driver of success. Dr. Bright has brilliantly created a tool kit that all personnel and team managers can use to maximize the benefits of this valuable process. By applying the tools Dr. Bright shares in this book, you can replace blame, sandbagging, and defensiveness with trust, creativity, and innovation. Brilliant!" -- Marshall Goldsmith, top-ranked executive coach and author of New York Times bestseller *What Got You Here Won't Get You There* Just as athletes make progress when coaches critique them, job performance can improve with the skillful application of criticism. Handled poorly, though, it stings and can breed resentment. *The Truth Doesn't Have to Hurt* explains how to turn criticism into a positive force for promoting trust, motivating people, and catalyzing change. It reveals a surprising finding: Criticism is perceived as either truth or a personal attack. But when you follow some simple guidelines in delivering your message, you can remove the hurt and have your words taken as helpful information. Packed with valuable tips and examples, this research-based book shows you how to: deliver criticism and have it taken as useful \* create an atmosphere of acceptance \* avoid the mistakes that sabotage an exchange \* avoid personalizing criticism to better control how you receive it \* and much more. Ignoring problems or choosing to say only nice things will just maintain the status quo. Instead, use the powerful tool of criticism to promote rapid--and willing--improvements in performance. Deb Bright, Ed.D., is founder and president of Bright Enterprises, Inc., a consulting firm devoted to enhancing performance. Her roster of clients includes Raytheon, Marriott, Disney, GE, Chase, Morgan Stanley, and other premier organizations. Follow her blog at [drdebright.wordpress.com](http://drdebright.wordpress.com) About the Author DEB BRIGHT, PH.D. is founder and president of Bright Enterprises, Inc., a consulting firm devoted to enhancing performance. Her impressive roster of clients includes Raytheon, Marriott, Disney, GE, Chase, Morgan Stanley, and other premier organizations.