Making Feedback "Stick"

- Simplicity—not dumbed down; brought to basic core idea(s)
- Unexpectedness—ideas that are unexpected are better remembered
- Concreteness—what does this mean in the person's everyday life
- Credibility—become a trusted source of information
- Emotions—for people to take action, they have to care
- Stories—transform client from passive listener to active imaginer

adapted from: Feedback that Sticks: The Art of Effectively Communicating Neuropsychological Assessment Results by Karen Spangenberg Postal, Kira Armstrong, 2013

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