

**Title:** Performance Matters: The Need for Constructive Criticism

**Production Company:** Coastal

**Reorder Information:** [www.coastalhr.com](http://www.coastalhr.com) or 800-285-9107

**Length:** 19 Minutes

**Synopsis:**

Most people dislike receiving criticism because it usually deals with sensitive areas including our emotions and egos. It is important to learn how to criticize constructively because one mistake could lead to bad consequences.

This video gives the 7 rules of criticizing and shows an example of each in a practical situation.