

KILL "I LIKE IT"

THE SKILL THAT MAKES EVERYONE AROUND YOU BETTER

Feedback is the most powerful skill in any creative organization. It's also the most neglected. Most teams are full of smart people giving useless notes — vague, fearful, or just completely missing the point. Kill "I Like It" fixes that in 90 minutes by doing something most feedback workshops never do: making you feel the difference between bad and good before telling you what it is.

WHO IT'S FOR

- Creative teams where "I like it" and "it's not quite there yet" pass as feedback.
- Leaders who know feedback is core to their job but were never taught how to do it.
- Anyone who's ever left a review feeling unclear, deflated, or like nothing actually moved.

WHAT HAPPENS IN THE ROOM

- The Terrible Feedback Generator — the room gives the worst possible notes on award-winning work. Exposes exactly why bad feedback happens.
- The Feedback Hack — three questions that turn any note into feedback that's specific, purposeful, and useful. Run live on real work.
- Bonus: The 19 Words — a research-backed phrase that lifted feedback acceptance from 17% to 72%.

WHAT PEOPLE LEAVE WITH

- The ability to recognize bad feedback the moment it leaves their mouth — and fix it in real time.
- The Feedback Hack — three questions repeatable in any room, on any brief, forever.
- The 19 Words — the single sentence that makes hard feedback land every time.

IN SHORT **THE ABILITY TO LEVEL UP THE WORK OF EVERYONE AROUND THEM.**

75-90 MINUTE SESSION OR HALF-DAY WORKSHOP. IN-PERSON OR REMOTE. UP TO ~25 PEOPLE.

SINGLE TALK · 90 MIN · \$4,500 · HALF-DAY · 3-4 HRS · \$8,000 · FULL-DAY · 6-7 HRS · \$12,000