

# Closing the Feedback Loop

Step 10 is not administrative housekeeping. Every unclosed loop is a trust withdrawal. They compound.

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## DESIGN STAGE – PLAN THE LOOP BEFORE ENGAGEMENT BEGINS

- The brief includes a specific commitment to close the feedback loop.
- A timeline for closing the loop is built into the project schedule.
- A named person is responsible for producing the closing communication.
- The format is agreed: letter, email, online post, or in-person briefing.
- The closing communication is budgeted and resourced.

## POST-ENGAGEMENT – WHAT CLOSING THE LOOP REQUIRES

- Acknowledgement: every participant knows their input was received.
- Summary: what was heard, in plain language, across all key themes.
- Connection: specific community input linked to specific outcomes.
- Honesty: where input did not change the outcome, an explanation of why.
- Timeliness: sent before the decision is publicly announced elsewhere.

## QUALITY CHECK – BEFORE YOU SEND

- Can a participant find their specific concern in this communication?
- Does it say what was decided, not just what was heard?
- Does it explain what happened to input that didn't change the outcome?
- Would a participant feel their time was respected?
- Is it accessible to all groups – language, format, and channel?

## WHAT DOES NOT COUNT

- *A summary report that lists themes without connecting input to specific decisions.*
- *A generic 'thank you for participating' with no specifics.*
- *Posting online without directly notifying participants.*

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*Every closed loop is a deposit. Every unclosed loop is a withdrawal. Over time, deposits compound. So do withdrawals.*

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