



“Providing inspiration for your business growth”

What follows is a four step approach to giving **feedback**, I hope you find it useful and that it helps you deliver your *gift* more effectively.

**Step one – Maintain their self esteem** - Before giving **feedback**, you must ensure that the other person is in a receptive frame of mind.

You may need to:

- Make sure the person understands the benefit of overcoming the problem
- Make sure they feel important and valued
- Help them to overcome defensive barriers with patience and trust
- Use language they will understand
- Make time to deal with the problem properly
- Be positive that they can improve

**Step Two – Refer to a specific situation** - For **feedback** to be effective, you must discuss a real and recent situation:

- Focus on a specific situation, not a general sweeping statement
- Don't delay – the sooner the better
- Discuss what happened – not personalities
- Don't make assumptions
- Keep an open mind
- Ask questions to get the person talking
- Summarise and check for understanding

**Step three – Discuss why something was not so effective** - Explain your view of the situation

- Express what the 'ideal' situation would be
- Find out what the other person would like to achieve
- Speak from personal experience
- Avoid discussing situations beyond the person's ability to change
- Be open and honest
- Check for understanding and summarise

**Step Four – Find a better way of doing it** – Jointly develop an action plan by:

- Asking the other person for their ideas and suggestions and discussing the alternatives
- Getting lots of possible solutions
- Looking for win-win solutions
- Developing a realistic solution which can work using resources currently available.

**Final note** - Ensure the other person is left in a positive mood and feeling confident that they have the ability to improve things.