

# PERFECT DELIVERY

## HOW TO GIVE FEEDBACK TO OTHERS

### Fact Sheet

People will not magically change behaviours on their own. Without feedback, people will continue to make the same mistakes over and over again.

But we know giving feedback isn't easy – so here is a 5 step system you can use that both reduces the other person's defensiveness and makes the feedback actionable:

### 1. ASK FOR PERMISSION

A simple “Hey, have you got a minute for some quick feedback?” can help the person receiving the feedback be mentally ready for it.

### 2. BE SPECIFIC

To avoid coming across as judgemental – you must use specific examples. “You're rubbish at presentations” is not as helpful as “In the presentation yesterday, I noticed that you didn't seem that confident – how can I help you improve?”

### 3. EXPLAIN THE IMPACT

Get to the point and explain the impact that resulted from the behaviour you're addressing. Again, you need to be specific.

For example – saying “I noticed the customer became more irate when you said X” is much better than saying “You don't know how to deal with customer complaints”.

Phrases like “it made me feel...” – “I noticed that...” and “I think that...” are really tough to argue with and stop the feedback session developing into a debate.

### 4. USE SILENCE AND GIVE THEM TIME

This is a simple step – once you've delivered the feedback give the person time to think through what you've said, reflect on it and react to it.

### 5. SUGGEST HOW TO IMPROVE

Give one or two actionable suggestions that the other person can use to change their behaviour. People will appreciate that you're helping them to improve.

### TAKEAWAY

Invest some time getting comfortable and skilful at giving employees feedback.

People and behaviours do not magically change themselves.

Help people to succeed by letting them know what they need to do differently to improve.