



The Art of Feedback

DAY 4

Part of our '12 Days of Learning' series – small ideas with BIG impact!

💬 *Feedback isn't a performance — it's a conversation.*

When done well, feedback fuels growth, builds trust, and strengthens teams.



1. Make It Safe, Not Scary



Create an environment where feedback is expected, not feared.



Keep the focus on behaviours and outcomes — not personalities.



Start with curiosity, not criticism.

"Feedback works best when it's a gift, not a blow."



2. Be Clear and Kind



Be specific — avoid vague phrases like "do better."



Give examples and explain the impact.



Balance honesty with empathy.

"Kindness isn't soft — it makes the truth land better."



3. Turn Feedback Into Action



Make it timely — don't wait for annual reviews.



End with next steps, not just observations.



Invite feedback back — make it two-way.

"The goal of feedback isn't judgement — it's progress."



Top Tip:

Use the **SBI model**:

Situation – Behaviour – Impact



"In yesterday's meeting (Situation), when you jumped in quickly (Behaviour), it made it hard for others to share ideas (Impact)."



Try This Activity:

Pick one colleague and give them **one piece of clear, kind feedback** this week.

Then ask for some in return. Growth is mutual.

