Giving Effective Feedback: a 4-part Model

1. CONTEXT
   Describe the situation. Be as specific as possible. Give the feedback in a timely way.

2. BEHAVIOR
   Describe the behavior as clearly as possible, as if you were watching a movie. Avoid drawing conclusions.

3. IMPACT
   What were the results – positive or negative – of this behavior?

4. NEXT STEPS
   What specific behavior should be changed or repeated in response to the feedback? Why should this change be made?

POSITIVE FEEDBACK:
Yesterday when Professor Smith stopped by your office...
I saw you put down the budget you had been working to get done and go to our website to get some information. You then got up and walked her from your office towards the office that could help her.

She stopped by later to tell me how helpful you had been. Your flexibility and willingness to go out of your way to help really model our commitment to customer service!

I really appreciate that you’ll continue to do this. It shows your commitment to customer service.

CONSTRUCTIVE FEEDBACK:
At our staff meeting yesterday...
Every time that Susie spoke, you turned away and started talking with Bob, or you opened your laptop and checked your email.

I saw that Susie noticed this. After the 3rd or 4th time you did this, Susie stopped saying anything for the rest of the meeting. Susie knows a lot about our topic; I think we really missed out on her ideas.

From now on, during staff meetings please focus your full attention on each speaker so that everyone continues to participate and we work more effectively as a team.

Adapted from the Center for Creative Leadership “Giving Effective Feedback,” 2003