Providing Effective Feedback

A people leader's guide to providing effective feedback to teammates

WHY PROVIDE FEEDBACK?

When we provide effective feedback to our teammates, we ensure that our expectations regarding their performance is clear and teammates are able to feel confident that they are on the right path to success within their position and their career. High-performing teammates expect to be given frequent and value-add feedback regarding their performance. According to a Harvard Business Review, 72% of people say their individual performance would improve if their People Leader offered constructive and positive feedback. When they do not receive that, they oftentimes feel left in the dark, confused about what'd expected of them, or not valued within the team or organization.

HOW TO PROVIDE EFFECTIVE FEEDBACK?

Make it frequent: Feedback should be offered as close as possible to the action in question. It makes little sense to acknowledge good or concerning behavior or performance five months after the event took place. The window of being able to reflect and learn from that behavior has long passed.

Be specific: Feedback should have a clear business focus. Effective feedback specifically ties into larger overall goals instead of being generic.

Make it meaningful: Effective feedback gives meaningful and actionable suggestions of how to adjust a behavior or change course and adds additional context that might have been originally missed.

Be confident: Giving feedback is difficult because its often easier to ignore the bad behavior with the hope that it will discontinue. This unfortunately helps no one, and its your responsibility to address the concerns honestly and constructively.

Make it goal-oriented: Your feedback needs to tie directly into the goals of the person you're speaking with. This will help provide context as to why something needs to change or why you are recognizing an action that is moving them toward their goal.

Focus on the future: You can't change any event that has already happened. Instead, you need to be focused solely on the future and how you can help someone change course to get closer to their end goal.

Make it about the process, not the person: Effective feedback shouldn't be about the person, but about the action. By doing this, you are emphasizing actions that someone has the power to change, which is both empowering and respectful.

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When you provide feedback effectively, we can expect to see the teammate to experience and display increased motivation, enhanced overall performance, and elevated engagement.