



## Feedback Conversation Guide

*Feedback is essential for the growth and development of individuals and teams.  
Feedback can and should be provided for positive behavior and behavior that needs improvement.*

*Use this guide to plan your feedback conversation.  
Based on the SBI (Situation – Behavior – Impact) Feedback Model*

### Preparation

What situation, behavior and impact have I observed?

What specific feedback do I want to provide?

What is the desired outcome of the conversation?

How do I need to show up to ensure the desired outcome?

Logistics: When will it happen? Who will participate? Where will it happen?

Craft an invitation to the conversation.

*Let's have a conversation about. . .*

*The goal/purpose of the conversation is . . .*

### Opening the Conversation

Start with a positive tone.

Reiterate the goal/purpose of the conversation.

### SBI Model

#### Situation:

- Describe the specific situation or event in which the observed behavior occurred.
- Provide context and background information.

*Example: "During yesterday's meeting with our client..."*

#### Behavior:

- Explain the behavior or action you observed.
- Be specific, objective and focus on observable facts rather than personal interpretations.

*Example: "You actively listened, asked thoughtful questions, and provided detailed explanations of our services."*

#### Impact:

- Describe the impact of the observed behavior
- Discuss the consequences or effects it had on individuals, teams or the organization.

*Example: "Your active listening and thorough explanations built trust with the client. However, in your description of our services you used technical language that may have made it difficult for him to understand the benefits to him."*



## Active Listening and Dialogue

- Ask open ended questions to promote constructive dialogue.
- Ask clarifying questions to seek further understanding.
- Ask for their reflections on the situation.

## Goal Setting and Action Planning

- Based on the conversation, collaboratively identify actions or strategies to sustain and/or enhance performance.
- Identify support or resources needed.

## Follow-Up

- If needed, schedule follow up conversations to check on progress and provide ongoing support.

## Closing the Conversation

- Thank the participant(s) for the conversation.
- Summarize the key points and action plans.
- Reinforce your support and commitment to their growth and development.

Adapt this guide to fit your specific needs and organizational culture.  
And be gentle with yourself as you build your feedback conversation muscles.