Giving quality feedback

What is the value of feedback?

Giving feedback is an essential part of communication in the workplace. It builds trust and loyalty in your team and works on the fact that most people want to do a good job.

Feedback that acknowledges good work will motivate your staff to continue to perform well and even to improve.

Feedback that is aimed at correcting poor performance will suggest areas for improvement and can also result in much-improved behaviour.

How do I give quality feedback?

- **All feedback** should be given as soon as the behaviour is observed.

- **Positive feedback** should be specific and about a particular piece of work so that it has real meaning.
  
  It is very motivational to acknowledge the things staff are doing well, even when other parts of their work may not be up to scratch.
  
  Be sincere and show your appreciation for the good work.

- **Corrective feedback** also needs to be specific about what has been observed and how it can be improved.
  
  Use the “I like…I would like…” model to help someone be more receptive to corrective feedback. Start by commending the things they have done well, and then follow this with the recommendation (“I would like…”) to specify what they need to improve.
  
  It is important to provide any support that might be necessary to help improve the performance, such as training or coaching.
• **Be direct** when giving positive or corrective feedback. The person should not be left wondering what you were trying to say.

• **Take special care** when giving corrective feedback. Some people find it difficult to hear constructive suggestions. Choose the right time and place, use a patient and helpful tone and focus on the future rather than the past.

• **Write down** the feedback you have given each person throughout the year. This will help you give accurate feedback at performance review time.

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**How often should my staff receive feedback?**

It is easy to fall into the trap of thinking that if everything is going well, there is no need to comment on it, or to let non-performance issues slide.

Both positive and corrective feedback should be given regularly so it becomes a normal part of the way you do things. It sets the expectation that you are all working to continuously improve the business and to make it the best it can be.