9 steps for giving 5-star feedback

For many of us, it is really hard to give (and receive) feedback. Unless you work in an environment where psychological safety is high, and people are treated with respect, empathy, and compassion, most of us want to avoid it.

Managers are no different. Giving criticism could mean a potential conflict. Giving praise… well many don't see a need for it. "*Why should I praise somebody for doing their job?*"

For the receivers of feedback, it is a clear risk that they take it very personally when given negative feedback, having a hard time separating the *activity* from their *identity*

Here are nine steps you can use to prepare and give 5-star feedback:

1. Decide on your desired **OUTCOME**. For you, for them, for the relationship
   - If you can't be clear hear, perhaps you shouldn't even bother.
2. Decide **WHEN** and **WHERE**
   - Basically as soon as possible but not while you are still upset (if you observed a bad hehavior)
3. Set the **CONTEXT**/FRAME
   - This is the headline you give. No sugar coating.
4. Explain what went **GOOD/BAD**– objectively
   - Purely what you observed or found out.
5. Explain the **CONSEQUENCE** -Objectively and emotionally
   - Here you can be both. The good or the bad and how it made you feel.
6. Separate **ACTIVITY** from **IDENTITY**
   - Especially for negative feedback. You are trying to improve the behavior and not blame a character.
7. **CONGRATULATE** when good. **EXPLORE** improvements when bad, but also success factors when good.
   - Like Nelson Mandela said: *You either win or you learn.* There is learning to be had here.
8. **LISTEN** to the person
   - Listen to understand, not to respond.
9. **HANDLE** potentially negative **REACTIONS**.
   - When you give negative feedback, people will feel stress. Fight or flight responses will kick in, so it is important that you keep your cool.

Good luck with your successful feedback!
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