Stop saying "good job."

Here is a 3-step way to give feedback people can actually use.

Swipe >

Why most feedback fails

"Good job."

"You need to communicate better."

"You are so disorganized."

Feels like feedback. But it does not say what to repeat, what to change, or why it matters.

The SBI model

Situation

When and where did it happen?

Behavior

What did you see or hear? Facts, not opinions.

Impact

What effect did it have on you, the team or the result?

Same issue, two ways

WEAK

"You are always so disorganized in meetings."

SBI

In Tuesday's planning meeting,

you joined ten minutes late without reading the brief,

so we went over it again and ran out of time for the budget.

Quick test: which one is SBI?

A "Great job in the client call!"

B "In yesterday's client call you answered the pricing question with a clear example. The client agreed to next steps right away."

C "You are a natural with clients."

Swipe for the answer >

The answer: B

Situation

Yesterday's client call

Behavior

Answered the pricing question with a clear example

Impact

The client agreed to next steps right away

Works for praise too. People repeat what they understand.

Try this week

Write one SBI message for your team. One positive, one developmental.

Say it out loud once before you deliver it.

Take the 10-minute interactive module on SkillSprint. Link in the comments.