

**Steven Griffith's**

# COACHING INTELLIGENCE INSTITUTE

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Powerful feedback leaves clients with a sense of possibility and positive self-worth.

## **How to give motivating feedback that creates results with your clients, customers, and colleagues!**

Every day, you must give feedback that may be challenging or confronting to your clients, customers, and colleagues. This can happen face-to-face, on the phone, emailing, or through texting. How do you give feedback that connects, motivates, and accelerates results? Most people give feedback by addressing the negative component of what is wrong first. When this occurs, the person's tendency is to shut down and so does their listening. Many times, this is happening at the subconscious level beyond a person's awareness. The end result is that the conversation is not heard. Consequently, the information delivered is not implemented.

The purpose of feedback in any conversation is to allow an opening to correct a behavior or gain understanding and get results. Powerful feedback leaves clients with a sense of possibility and positive self-worth.

### **Giving feedback in coaching**

The "Feedback Sandwich" is a process of delivering feedback that allows a client to hear, understand, and accept the information without feeling challenged or attacked.

#### *Here are the steps*

**Step 1:** Find a positive action and acknowledge the person with affirmative supportive statements about their actions. This allows an opening and honors the person. It creates a pathway for the challenging information to be delivered.

**Step 2:** Address the situation, problem, or concern. In a direct and open way, use the conjunction "and" then state the challenge.

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**Step 3:** Close with another positive statement. This leaves the person in a situation of possibility and motivation.

## Here is an example

**Positive:** Mark! Excellent effort with the Jackson account. I can see you really have been enthusiastically communicating the benefits of our system

**Challenge:** And here is the challenge: Your other accounts don't seem to be getting the same type of attention.

So let's balance your time by giving your other clients that same support and interest.

**Positive:** Again, great enthusiasm with the Jackson account — it's really making a positive impact.

This tool can make the difference of leaving a client, customer, or colleague motivated with possibility — or dejected and frustrated. Using the feedback sandwich, you create an atmosphere for the critical information to be understood and for action to be taken. Giving feedback now will be easy and motivating! Always leave your client with possibility.

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Performance and communication coach Steven Griffith is the founder of the Coaching Intelligence<sup>®</sup> Institute and has been coaching individuals and organizations for the past 20 years. Steven has successfully implemented his Coaching Intelligence program with experts in a variety of fields: CEO's, professional coaches, sales people, client services personnel, health and fitness professionals, and hundreds of others in how to maximize their performance, effectively communicate, sell, negotiate, motivate, and get results through better conversations.