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Alpha Business Coaching Newsletter

"Providing Effective Feedback"

Dear Small Business Owner:

Delivering feedback to employees (whether it's good news or bad) requires careful preparation on the part of the manager. We often tend to do it off-handedly or without preparation. But using this manner doesn't give employees the benefit of truly understanding what's being said.

I'd like to offer 10 tips on giving really effective feedback to your employees.

1. **Be prepared.** Know what you're going to say and what point you're going to try to send.
2. **Be timely.** Do it while the actions are still fresh in both of your minds. If you don't, you'll forget and you'll lose the prime opportunity.
3. **Be specific.** Include specific behaviors in your comments. Don't be generic. Follow up "good job" with "on handling those objections you got today from Mrs. Jones."
4. **Make it a frequent occurrence.** Your employees need to know how they are doing in your eyes—at least weekly. Performance reviews should never have surprises because you're doing it regularly.
5. **Get a broader range of opinions.** Ask your employees how they think each other is doing. Include this feedback unanimously.
6. **Eliminate emotions.** If you're having a confrontation after a major eruption, wait 24 hours and do it when you can be calmer.
7. **Know how each employee** would like to get positive feedback. Good news can be done publically or privately, however it suits the person.
8. **Bad news should ALWAYS** be done privately. It will be hard enough to deliver and hear, so make sure it's done in a private setting.

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9. **Engage, not just deliver.** When giving feedback, don't make it just a one-way lecture. Ask the employee how they think they're doing too.
10. **Give the team a chance** to complement each other. Build a time into each team meeting for "shout-outs" to each other, quick "thank yous" or "great jobs."

Giving feedback may not be something you do easily. It's not necessarily comfortable to be the "judge and jury" of someone's performance. But it is your job as the manager/owner. Use these tips to help refine your methods and you'll soon be more at ease doing it.

Sincerely,

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