



**BE PREPARED,  
BE CLEAR**

To offer feedback that precipitates change, you must be prepared. You must also be explicit about the behaviour you wish to address and then substantiate it.



**BE SPECIFIC,  
EXPLAIN IMPACT,  
DON'T ARGUE**

When offering positive or negative feedback, be specific and brief. Supply information about what the employee is doing rather than simply praising or criticizing.



**DO IT OFTEN,  
BE CARING**

People are more open to constructive feedback when it's offered regularly from someone who cares. You don't need to wait to offer positive feedback.