



Feedback is not merely useful; it's absolutely vital. As coaches, honing the skill of delivering clear, objective, and supportive feedback fosters growth for everyone involved. Consider feedback as a mirror that reflects insights for another coach, allowing them to discover something new about themselves or their coaching approach. Your role isn't to correct or judge but to articulate your observations clearly, empowering the coach to make informed decisions on their own.

Here's a practical approach to giving great feedback:

1. Prepare Yourself to Give Feedback

Before giving feedback, take a moment and ask yourself:

- “What exactly did I see or hear during this coaching session?”
- “What specific behaviors did I notice?”
- “How can I phrase this observation factually and objectively?”
- “Am I making assumptions, or am I clearly describing what happened?”
- “Am I offering this feedback in a supportive, adult-to-adult way?”



2. How to Structure Your Feedback: Your Feedback Should Always Be:



Objective and Factual

Describe precisely what you observed. Avoid interpretation, assumptions, or evaluations such as “good,” “bad,” “liked,” or “didn't like.”



EXAMPLE

Helpful: *“I noticed you paused several times before asking your client a question.”*



Unhelpful: *“I liked how thoughtful you were.” (This is a judgment.)*

Succinct

Be brief, bottom-line, straightforward, and clear—no lengthy explanations or justifications.

EXAMPLE

Helpful: *“I saw you interrupted your client three times.”*

Unhelpful: *“You interrupted the client a lot because you probably thought they were talking too much.”*

Balanced: Supportive & Challenging

Always mention one strength and one growth opportunity.

EXAMPLE of a Strength *“I heard you reflect clearly on what the client was feeling.”*

EXAMPLE of a Stretch *“I noticed you often provided solutions rather than asking questions. Next time, what would you do differently?”*

Adult-to-Adult

Respectful feedback treats one another as capable professionals rather than in a parent-child manner.

EXAMPLE

Helpful: *“I saw that your questions were mostly closed-ended; a next step could be using more open-ended questions.”*

Unhelpful: *“You really need to ask better questions.” (Judgmental, parent-to-child tone.)*



Future-Focused

Feedback should empower growth. Offer suggestions or questions about future actions.

EXAMPLE

“Next session, what might you do differently to encourage your client to explore deeper?”

The Feedback Flow

Feedback is shared in this order without repeating what others have said:

1. The Coach Shares First:

- One thing they did well.
- One skill or competency they could stretch into.

EXAMPLE

“I noticed I used silence effectively to give my client thinking space. Next time, I’d like to use more powerful questions.”

2. The Coachee/Client Shares Second:

- One thing the coach did well.
- One skill or competency they could stretch into.

EXAMPLE

“I appreciated your clear summary at the end—it helped me gain clarity. One stretch could be to reflect my words back more consistently throughout the conversation.”

3. Observers Shares Third (each observer shares something new):

- One strength and one stretch each, building on prior feedback.

Observer 1:

“I noticed that you matched the client’s energy level well. A stretch could be experimenting with deeper emotional exploration question.”

Observer 2 (building on prior feedback):

“You effectively acknowledged statements. Consider experimenting with fewer closed-ended questions in the next session.”

4. Mentor Coach/Faculty Shares Last:

- Builds further on the feedback shared by others, highlighting unique insights or overlooked points.

“I noticed you provided concise summaries, which helped the client stay on track. Moving forward, you might consider challenging your client more directly when they avoid difficult topics.”





Feedback Language Examples

Use Language Such as:

"I noticed you..."

"I heard..."

"I observed..."

"I saw you..."

"Next time, you might consider..."

"One possible growth area could be..."

"One stretch next time could be..."

Avoid Using Language That Suggests Judgment or Interpretation, Such as:

"I think you meant..."

"I liked how you..."

"You were wrong when..."



Final Thoughts on Giving Feedback:

Feedback is a valuable gift that nurtures self-awareness and encourages professional development. Keep in mind that the aim is not perfection, but rather continuous improvement. Share feedback generously, embrace it openly, and grow with confidence.



Quick Reference: Feedback

- ☐ Objective
- ☐ Succinct
- ☐ Supportive & Challenging
- ☐ Adult-to-Adult
- ☐ Future-Focused
- ☐ One Strength, One Stretch
- ☐ Build, Don't Repeat



Video Resource: https://youtu.be/_KK0b1Ley6k