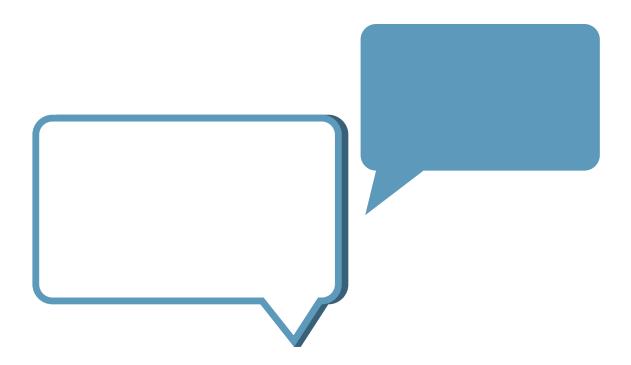
### Keeping It Real

The Do's & Don'ts
Of Giving Employee
Feedback.





One of the most challenging tasks that managers face is providing feedback to their employees. Many shy away from providing feedback, assuming the employees already know how they are doing. Others sidestep the issue to avoid an awkward or perhaps even difficult interaction. However, providing feedback can be a critical part of motivating employees, opening lines of communication, and improving morale.



### To be effective, feedback should follow the following five steps:

#### 1. Be Specific.

Focus on specific behaviors not generalities or personality traits. Focus on one or two specific instances and explain the impact that the behavior has on the work product or the environment.

#### 2. Be Straightforward.

Don't beat around the bush. Don't make employees have to interpret what you are saying.

#### 3. Be Constructive.

Help by providing suggestions for improvement or potential changes that may have an impact.

#### 4. Be Timely.

Provide feedback as soon as it is practical to do so.

#### 5. Be Ongoing.

Make feedback a regular occurrence. Don't reserve it for annual reviews.

# Do's

Q	Keep the feedback constructive.
Ö	Provide feedback regularly and often. (Make sure it is timely.)
Ö	Provide feedback one-on-one in a private setting
O	Remember to also provide feedback about successes and reinforce the positives.
Ò	Be specific and focus on the behavior, not the person.
Ò	Focus on one or two issues at a time.
O	Use a positive tone with phrases such as "What if you tried" or "perhaps a different approach could be"
Ó	Offer direction or suggestions to make improvements.
Ö	Give your employee the opportunity to ask questions, clarify the situation, or identify solutions.

## Don'ts



Provide feedback only on an annual or quarterly basis.

Criticize others publicly.

Provide feedback only when things go wrong.

Be vague so that employees have to guess what you are trying to say.

Go through a laundry list of problems.

Be negative by saying things like "You shouldn't..." or "You need to..."

Dictate what needs to change.

Be rushed or one-sided in the conversation.



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